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No. 2

A New Way for National Advertisers to Sell Chain Stores

A "Maintained Profits Plan" Offered for Consideration of National Advertisers and Chain-Store Executives

By F. L. Parsloe

Sales Manager, H. C. Bohack Company (Operating 382 Grocery Stores)

THE chain store and the national distribution, in fact, the two most important factors, should be the closest sort of bedfellows.

There are certain business interests which seem to believe that chain stores and national advertisers are diametrically opposed to each other, because most chains continually feature goods under a private brand controlled by them, in the endeavor to tie the customer to their store. The trouble lies in the fact that their motives are misunderstood. The chainstore owner does not follow such a policy in order to get a foothold in the manufacturing field as a competitor of the national advertiser. He does it because he is in competition with a great many other chain stores, each using one or more different nationally advertised articles for bait, with the result that the public can, by shopping around, buy practic-ally all nationally advertised articles at cost, or below.

Those are simple facts that have been befogged by many, and as a result many national advertisers have lost sight of the fact that these practices have created an economically unsound condition.

By the accepted law that "the laborer is worthy of his hire," no manufacturer, national advertiser or not, can justly expect any chain-store operator to continue to give a dollar's worth of service for less than a dollar.

The national advertiser and the chain store, speaking specifically of the food products field, are now on a fairly friendly basis. That friendly feeling, in my opinion, is sure to increase within a short time at a very rapid rate, if some practical working plan, by which both can profit, can be agreed upon.

Every chain-store should work with the national advertiser to the end that the vast amount of money spent by national advertisers may be made to produce to its fullest. The question is to find the way. The chainstore executive knows that he has a big job on his hands building a personnel in his stores to compete with other chains for favor. That is a job which takes all his resources and all the punch he has. The marketing of a private label is excess baggage which he accepts only in his endeavor to earn a gross profit that will leave a little net, after expenses. The national advertiser, beset on all sides with other national advertisers selling products in direct competition with him, could profit by keeping the chain's side of the picture more in mind. Look up any women's magazine of fifteen years ago; count the number of toilet soaps advertised; then pick up a current issue, count the number featured today, and you will know where the national advertisers' actual competition lies, and why he should work with the

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chains to evolve a method whereby his article will be a welcome, as well as a rapid, seller. True, some manufacturers have tried to work out a scheme to limit price cutting, but most of them do not seem to realize that the schedules for such ideas require frequent adjusting.

Chain-store growth has stripped the growth of population. This means that the sales volume of each store has been decreased. A study of figures from all over the country will bear out this statement. Such a decrease brings a consequent increase in operating expenses per dollar sale, for every chain has an irreducible minimum on certain fixed

charges.

grocery stores, chain Chain cigar stores, and chain drug stores, have been striving to find a way to beat that problem. To some, it has seemed to be the adding of unrelated lines; the chain drug stores have added items that belong in the grocery and hardware field; items such as coffee, jellies, tools and kitchen utensils; chain cigar stores have added items from the drug store field; chain grocery stores have drawn in articles entirely unrelated to the grocery field. There is no question that such articles sell. But the fact that they sell is not sufficient. The real answer must be looked for in reply to the question: Do they increase total sales volume? Speaking from experience, I can say that you may put an unrelated article on sale in a chain grocery store, sell it to the tune of \$40,000, and yet your total sales volume will not begin to show an increase of an equal amount.

I am not speaking with one particular unrelated article in mind. I am speaking, rather, from a long experience with a great number of such articles. Frankly, at present, I must say that I do not believe that the sales of unrelated items is the way out for bigger volume, and consequent bigger profits for

the retail chain.

Here you have a picture of both chain store and national advertiser. looking for increased volume in order to get greater profits. I have explained why the chain, due to certain fixed charges, needs volume in order to get profits. The national advertiser needs volume for pretty much the same reasons.

In my opinion this is the time for the chain store to look elsewhere than to the unrelated item for volume, and the national advertiser must do more than just advertise to the consumer in order to get the most out of the money he spends. He must take off his coat, and work with the chain store—his biggest total outlet in the grocery field—in order to get the volume of business that is now going to the private label; and that will unite him with the chain.

SOMETHING ELSE NEEDED TO THE CHAINS TO MANUFACTURERS

At present, he is attempting to do that work in a haphazard and spasmodic manner. He is using the so-called advertising allowance scheme. I am referring to the idea of giving chain stores a lump sum allowance, sometimes large and sometimes small, for the purpose of having them make a drive on this particular product. This is an advertising idea, but not a merchandising idea. As an advertising idea it is a poor one that is grossly abused. In many cases it simply represents a payment made to the chain store for losses supposed to be sustained in cutting the price on the particular prod-The manufacturer may arrange for such action in the belief that it will lead competing chains and independents to follow suit. If they follow suit, then the sale of his product is temporarily stimulated in that local field. The goods may move fast, and up goes his volume. However, there is usually a reaction later, and his goods lie dormant until the consumers who loaded up can use what they bought, and by that time there is likely to be a similar drive on competing product fostered along the same lines by some other manufacturer.

Chain stores have learned how this idea works out, and do not swallow it as indiscriminately as they once did. It is an idea that vol-The

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Originating accounts

Of our total business, 65% is with clients who have used our service from the very start of their advertising activities.

Some of these are old clients now; some are more recent connections. But old or new, we take pride in this record.

THE H.K.M°CANN COMPANY Advertising

New York Chicago CLEVELAND Los Angeles



SAN FRANCISCO MONTREAL DENVER TORONTO does not build satisfactorily for the future, for either the chain or the manufacturer.

What is needed is a plan that works for the permanent good of all concerned; the national advertiser, the chain store and the consumer.

For some time I have been thinking of a plan which I believe would make it possible for the manufacturer, especially the manufacturer of nationally advertised goods, and the chain store to work together to increase their net profits. The increase in profits, in my opinion, would be possible by the elimination of waste that both now create in their effort to compete as manufacturers.

The plan I have worked out is beginning to be put into operation. How far it will go depends in a great measure upon the willingness of both parties to respect the economic rights of each other. At any rate, it represents an endeavor to overcome a foolish situation, full of waste effort, that costs the manufacturer, retailer and consumer much money.

My purpose in this article is to explain that plan, with a view to attracting the attention of national advertisers and chain-store executives to the extent that they will wake up, work on it, and find the most practical way to apply it, or else find some other way to achieve the result that we should all be aiming at.

The idea may well be called "The Maintained Profit Plan." Under this plan the manufacturer and the chain store enter into a sales agreement, under which the manufacturer would assure the chain store of a uniform gross profit percentage on his line, by billing the goods at the price he desires them resold, less a selling allowance or gross profit. The chain agrees to stock the manufacturer's product in all its stores, to an extent consistent with the current demand and reasonable turnover.

For a practical example, let us assume such an arrangement is made with the manufacturer of a toilet soap, retailing at ten cents.

The manufacturer of that soan would bill it to the chain at ten cents a cake, less the agreed upon percentage. Let us say, that the percentage is 25 per cent. If at any time, that manufacturer should desire to change the retail selling price on his soap, to, say three cakes for twenty-five cents, in order to meet competition of some other soap manufacturer, would notify the chain store in advance of the cut. The chain would have each of its managers take stock of the amount on hand (this practice is customary at the present time with most chains), and the inventory record would go to the soap manufacturer who would credit the chain in an amount equal to the 25 per cent of the dollars-and-cents reduction in price of the chain's inventory of his product. In the event that the manufacturer considered advisable to advance the selling price, the same procedure would be followed, except that a 25 per cent debit against the chain on the dollars-and-cents advance of the inventory would be in stocks would, Warehouse course, have to be taken into consideration.

I want to emphasize the point that this is a flexible and elastic plan, since the percentage to be allowed depends upon each chain's ability and upon the nature of the product. I also want to emphasize the point that this plan assures the chain of a satisfactory profit percentage kept at an even balance.

This plan is not offered with the thought that its acceptance by one chain would make that organization the exclusive distriutor of a manufacturer's product in its particular territory. Nor would it in any way keep that chain from handling products in direct competition with those of the manufacturer entering into the plan. In short, there are no exclusive features to the plan from either the manufacturer's side or the retailer's side.

The advantages to the chain in this plan are:

(1) It guarantees a profit that

pon the Government statements of circulation six months ending September 30, 1926.

Brooklyn

Standard Union 80,862

Brooklyn Times 78,533

Brooklyn Eagle 76,711

The Standard Union has the largest circulation of any Brooklyn newspaper.

R. G. R. Thursman

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPEL

(2) It removes speculation from

This matter of "speculation" is a very important point. One of the biggest problems worrying chain-store executives is "How can I eliminate the speculative element from this business?" The fact that a chain store is seldom able to cash in on more than 60 per cent of the gains made in a speculative advance, while it usually takes a 100 per cent loss on a speculative decline, makes it despends the speculative decline the speculative the speculative the speculative the speculative the speculative the speculative t

sirable to eliminate speculation. If chains cannot win in a real way when the market goes up, and if they stand to lose entirely when the market goes down, it is better to sidestep the hazard and concen-

trate on selling and distributing

For the national advertiser this plan has three big advantages: In the first place, the national advertiser gets what he pays for in the way of special effort that keeps his goods perpetually before the public; in the second place, it him wide distribution, since it enables him really to buy his way to the extent that his financial resources permit; and, in the third place-and this is a big point -it puts price warfare on the shoulders of the manufacturer. He reduces, or increases, prices according to conditions affecting him, no matter whether those conditions be price of raw material, manufacturing ability, or competition from other manufacturers. The fight on price resolves itself to a direct fight between manufacturers. This is a fact that I feel must be emphasized for there is

Portland Cement Account to Austin F. Bement

where the fight should be.

The Portland Cement Association, Chicago, has appointed Austin F. Bement, Inc., Detroit advertising agency, to direct its advertising account.

"Fashionable Dress" Advances

T. C. Greeley

Fashionable Dress, New York, has appointed Thomas C. Greeley, who has been a member of its staff, as Eastern advertising manager.

L. H. D. Weld Becomes Account Executive with McCann

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Louis H. D. Weld, for the last nine
years manager of the commercial research department of Swift & Company, has joined The H. K. McCam
Company as an account executive.
Prior to his association with Swift &
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As manager of the commercial research department of Swift & Company, Mr. Weld has been a consulting economist on matters of general policy, and on relations with the Government. He has conducted market surveys and made analyses of the selling methods of various department, and has been concerned with the institutional advertising of Swift & Company. From time to time he has been a contributor to Partyrems' INS.

Five-Year Campaign Planned for Chautauqua County

Chautauqua Regions, Inc., Jamestown, N. Y., will start a five-year campaign of advertising for the purpose of attracting tourists to Chautauqua County. Dennis F. Howe, seretary of the Jamestown Chamber of Commerce, is chairman of the publicity committee. At a meeting to be held in the near future, it is expected plans for the campaign will be completed.

J. W. Bedell, Jr., with "The New Yorker"

James W. Bedell, Jr., until recently Western manager at Chicago of The Outlook, has returned to New York and has joined the advertising staff of The New Yorker. He will cover national accounts in Western New England, New York State and New York City. Mr. Bedell formerly had been with Town & Country and Vogue.

American Radiator Appoints Mac Manus

The American Radiator Company, New York, has appointed Mac Manus, Inc., Detroit advertising agency, to direct its magazine advertising account. The Porter-Eastman-Byrne Company, Chicago advertising agency, will continue to direct its newspaper advertising.

New Advertiser Places Ac-

The Veldown Company, Inc., a whollyowned subsidiary of the International Paper Company, has placed its advertising account with N. W. Ayer & Son. The product of the company is refined cellulose for hygienic purposes as well as for general industrial use. ic-



antidote for thirst

q Step three paces off scorching sidewalk, into cool, white shade of Nedick's Thirst Station. Place dime on counter. Lift frosty glass to parched lips. Allow delicious, chilled orange drink to trickle down steaming throat. If cure is not immediate, repeat at intervals until heatwave disappears.

Nedick's THIRST-STATIONS

C 1996 MEDICK.

Facts need never be dull

THIS agency was one of the first to adopt the policy of "Facts first—then Advertising." And it has earned an unusual reputation for sound work

Yet this organization does not, nor has it ever, confused "soundness" with "dullness." It accepts the challenge that successful advertising must compete in interest, not only with other advertising, but with the absorbing reading matter which fills our present-day publications.

We shall be glad to send interested executives several notable examples of advertising that has lifted difficult subjects out of the welter of mediocrity.

JOSEPH RICHARDS COMPANY, INC., 249 Park Avenue, New York City

RICHARDS "Facts first-then Advertising"

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is measured by the chain's ability to move a manufacturer's goods.

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For the national advertiser this plan has three big advantages: In the first place, the national advertiser gets what he pays for in the. way of special effort that keeps his goods perpetually before the public; in the second place, it him wide distribution, since it enables him really to buy his way to the extent that his financial resources permit; and, in the third place—and this is a big point -it puts price warfare on the shoulders of the manufacturer. He reduces, or increases, prices according to conditions affecting him, no matter whether those conditions be price of raw material, manufacturing ability, or competition from other manufacturers. The fight on price resolves itself to a direct fight between manufacturers. This is a fact that I feel must be emphasized for there is where the fight should be.

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RICHARDS "Facts first—then Advertising"

And Now Jewelry's Joint Campaign Starts

The Industry Gets Behind a Program to Advertise the Jewelry Retailer as a Gift Consultant

'HIS month a co-operative advertising campaign of the jewelry industry starts. Its object is to stimulate the purchase The camof jewelry as gifts. paign is the culmination of a movement which started several years ago to get all interests of the industry behind an organized

advertising effort. For this purpose, the Jewelers National Publicity Association was formed to undertake raising a large fund to be invested in a campaign which is planned to extend over a four-year peri-od. The goal of the financial drive is set at \$4,000,000.

The progress of financing the campaign has advanced to the point where contracts have been executed for more than \$400,-000 worth of space. This has been made possible through contributions and pledges received from jewelry retailers, wholesalers, manufacturers and importers who confident that their industry will achieve acceptance for their products that similar co-operative campaigns have pro-

duced for other industries. The campaign is starting this month in anticipation of the approaching

Christmas season.

In this consumer campaign the association's slogan has been changed to concentrate attention on the jeweler as the point of contact. Each advertisement will carry the theme of the campaign, as expressed in the new slogan, "For Gifts that Last, Consult

Your Jeweler." Approximately \$150,000 has been appropriated for space to be used during October, November and December, marking the initial step in the four-year program. Full-page space in two colors will be used in a number of magazines and the schedule also includes the use of

MIL



CHANDISE ARE THE SUBJECT OF THIS COPY

several double-page spreads in color. The messages in each advertisement aim to get over two fundamental thoughts to the readers. One is the lasting qualities of jew-

elry as a gift. The other is the confidence and good judgment which the public may place in the jewelry retailer. When purchasing iew-elry, the prospective buyer has these thoughts uppermost in mind. He wants to be assured that the

MILWAUKEE-First City in Diversity of Industries!

Striking a Higher Note in Musical Advertising

THE MILWAUKEE JOURNAL played the leading role last year in the selling of more than 4,400 pianos, 7,500 phonographs and 9,000 miscellaneous musical instruments to Greater Milwaukee families.

During the first eight months of this year The Journal has further increased in leadership as a seller of musical instruments by printing 114,819 lines of paid advertising in this classification—a gain of nearly 37,000 lines over the first eight months of 1925. The other two Milwaukee papers lost during this period.

Milwaukee is famous as a city of music lovers. Your opportunity for building a big volume of business here at a lower advertising cost per sale than elsewhere is made possible by one paper—

THE MILWAUKEE JOURNAL

Oct. I4

retailer is dependable, that no advantage will be taken of his lack of familiarity with values, and that the merchandise which he will be as represented. selects Through the campaign, the industry hopes to minimize this sales obstacle by assuring the public of the jeweler's integrity.

The prospective purchaser also wants to be certain that his gift is appropriately selected, that it conforms to conventions, that it is in keeping with the style trend. Here, again, the campaign is designed to meet a more or less general hindrance to an immediate decision by convincing the public that the jeweler may be depended upon as an authority in such

matters.

The campaign has still another objective. This is to acquaint the public with the occasions that make gift giving desirable. While it emphasizes the bestowal of jeweled gifts by men and women, other phases are not neglected. For instance, in one advertisement, an illustration shows a board of directors in session. The text explains that the chairman is on the point of rewarding a young man for some unusual service by the presentation of a watch. It is expected that the industry will benefit by the increased business which will come as a result of this and similar suggestions.

The schedule for the closing months of this year calls for the use of about eight magazines and this number, it is expected, will be increased as the campaign continues into 1927. In addition, the trade is being kept informed of the progress of the campaign

through business-paper copy. As one executive of the association expressed himself regarding the benefits of the campaign to the industry, one distinctive advantage already has evidenced itself. He referred to the close unity which has been established among all factors in the business as an outcome of this co-operative move-ment. "Our avowed purpose," he ment. "Our avowed purpose," he said, "is to teach the nation the way back to the jewelry store, to impress upon the minds of mil-lions the fact that the jeweler dis-

penses the most logical form of gift merchandise. Our common problem is crystallized in our campaign and we will all work better by working together to place and keep our industry before the public."

Auburn Buys Duesenberg Motor Company

E. L. Cord, president and owner of the Auburn Automobile Company, Auburn, Ind., has purchased the Duesenberg Motor Company, Indianapolis. The company will be known at the Duesenberg Company and will continue to manufacture automobiles on a larger program. The two companies will operate entirely separately. Fred S. Duesenberg, former owner of that company, will continue in the organization as vice-president in charge of the engineering and the experimental Auburn Automobile has purch Company, the engineering and the experimental laboratory.

New Accounts for Charles W. Hoyt Agency

The Caloroil Burner Corporation, New York, manufacturer of Caloroil oil New York, manufacturer of Caloroll of burners, has placed its advertising account with the Charles W. Hoyt Company, Inc., advertising agency, also of New York. The No-Rad Rust Corporation, Lancaster, Pa., maker of W. J. boiler-cleaning compound, also has appointed the Hoyt agency to direct its advertising.

Ayer to Direct Newspaper Campaign for Gerber

Gerher & Co., Inc., Thoune, Switzerland, through its American aubsidiary which is located at New York, has appointed N. W. Ayer & Son to direct its advertising activities in the United States. A campaign is being planned on Swiss Knight Gruyere cheese, using newspapers in a territorial development which will start in New York.

H. K. Randall Joins Crosley Radio Station

Harry K. Randall, for the last two Harry K. Randall, for the last two years an account executive with the Thomas M. Bowers Advertising Agency, Chicago, has been appointed business manager of broadcasting station WLW, operated by the Crosley Radio Corpora-tion, Cincinnati. At one time he was Western manager of Lefax, Inc., Philadelphia.

H. C. Abbott, Vice-president, Auspitz-Lee-Harvey

H. Curtiss Abbott has been made vice-president of Auspitz-Lee-Harvey, Chicago advertising agency. He was formerly merchandise counselor for formerly merchandise c Lyon & Healy, Chicago.

New England's Second Largest Market

Good Company

We believe the value of an advertisement is greatly increased when it appears in company with other clean, honest and unquestionable advertising.

We exercise as rigid censorship over our advertising columns as we do the news. To conform to our policies, we refuse many thousands of dollars worth of advertising each year.

It is gratifying to us that advertisers who desire good company are constantly increasing their space in Rhode Island's great newspapers

The Providence Journal The Evening Bulletin

Providence Journal Company
Providence, R. I.

Representatives

Chas. H. Eddy Co.

Boston New York Chicago San Francisco Los Angeles Seattle

—and Publishink the Goodyear (ag



THE CHICAGA

First cago

Member of The 10 of Amer

Woodward & N 300 N. Michigan

Advertising Representatives : NEW YORK J. B. Woodward 110 E. 42d St.

fore Than 50% of ago Advertising

A MONG the national advertisers who place more than 50% of their total Chicago newspaper advertising in The Chicago Daily News is the Goodyear Tire and Rubber Company.

Their advertising in The Daily News, placed by Erwin, Wasey & Company, totaled 4,880 agate lines in the first eight months of 1926, or 68.4% of their total Chicago newspaper advertising.

AILY NEWS

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DETROIT
Woodward & Kelly
Fine Arts Building

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New 1925 Census:



Oklahoma's Poultry Purse totals \$25,583,000

In the new 1925 Agricultural Census is great news for manufacturers of all kinds of poultry supplies! Oklahoma farmers now have 13,023,482 chickens, an increase of more than 12% over five years ago. They raise 19,670,036 chickens each year; these chickens and the annual production of eggs therefrom are valued at \$25,583,358. Think of it!—more than twenty-five million dollars worth of new poultry wealth created annually on Oklahoma's farms! This is a rich and fruitful market for poultry advertisers. A market that can be reached quickly and economically with advertising in Oklahoma's only farm paper, the Oklahoma Farmer-Stockman.

Carl Williams

COKLAHOMA

FARMER-STORMAN

Oklahoma City

Ralph Miller Qdu Mgr

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta

ta San Francisco

"Only Salesmen with Experience in Our Line Need Apply"

Is This a Sensible Way to Select Salesmen?

By James A. Worsham

Secretary, Treasurer and General Manager, The Marca Manufacturing Company

DOES it pay to search in businesses foreign to your field for new salesmen?

Will the successful food products salesman be equally success-

ful in selling hardware?

These are interesting questions. Certainly it is possible to take a good food products salesman and make a successful hardware salesman out of him. But it may also be possible to employ a coal heaver and watch him hang up records unequalled by men with long experience in selling the same product. In fact, it may even be possible to pick a man out of a barber shop and finally be justified in turning over to him the State management in selling road machinery.

I have seen such things happen and I am often entertained by stories about star salesmen who have blazed their way across a new firmament far removed from the fields of their previous ex-

perience.

But—and this is the important point—such types of men are so rare and so exceptional that this plan cannot form the basis of a sound salesmen's selection policy.

In the present age of business, the only measuring stick we have, when it comes to selecting our salesmen, is the yardstick of experience. That is why the very first question so many sales managers ask is: "What experience have you had in our line?"

The time may come when we will be able to judge a man's sell-ing capabilities through sound, scientific psychological analysis. Some progress along this line has been made, but in the opinion of many executives, one cannot afford to take financial chances on such a basis of selection now. We can only listen to a recital of what a

man has learned through experience and judge the future possi-

bilities by that.

My observation and experience have convinced me that the type of man who makes radical changes is temperamental enough to quit after a lot of money has been spent in developing him. There is less turnover among men whose general training has been along the same road your own business is traveling.

A food products distributor told me, not long ago, that he finds his most satisfactory salesmen material behind the counters of retail food stores. The retail grocery salesman is educated through experience to work long hours.

The successful wholesale grocery salesman also works long hours. He must see as many customers as possible. The longer he stays away from the hotel lobby the greater will be his sales.

It is the experience of one wholesale grocery company president that if this one factor is missing, the new man will fail, regardless of other good qualifications.

PERSONALITY OVER-EMPHASIZED

Of course, personality counts in selling. It always has and always will. But its place is often over-emphasized.

A practical working knowledge of the line and the trade of a given business becomes of greater importance after first impressions have worn off.

For instance, in the food distribution business, there are a number of different grades of a

certain food product.

If a new salesman doesn't know this thoroughly he may be quoting on one grade and his competing salesman on a lower grade. Knowing the grades would enable him to match his competitor's prices and perhaps get an order, when personality and other persuasive qualities couldn't make a dent in the buyer's mind.

This holds true for many com-

modities.

Growing up in a certain business, stores away in the mind a vast fund of ready information. Buyers are favorably impressed if questions are answered without digging into some book for what may be a very common type of information among the experienced. Too many hesitating answers can spoil a sale. It has been well said that "a salesman should know his groceries" and not accomplished overthat is night.

A GOOD SALES TALK

Recently, I heard a lecture on caps. The lecture was given to a customer by a salesman and the customer was a new one.

Of course, the salesman wouldn't have called it that. He was simply meeting the buyer's objection to a seemingly high price

When he finished, I realized that there was a vast difference even in caps. He sketched briefly the entire process of manufacture and as he proceeded he pointed out where certain features had been omitted from the lesser-price caps—less sewing at this point—no padding at another—no special shaping at another place—lighter material—and so on.

But it wasn't so much the information he conveyed as the manner in which it was told. It was the difference between a dub and an artist and even artists are developed only through years of

experience.

He proved to be the manufacturer himself and had been making caps for years. His sincerity, enthusiasm and interest in having an opportunity to talk about his products left you with a feeling that the subject of caps was about the most important thing in the world.

Nothing but years of experience could have left the trail of impressions he made on my mind and the mind of the buyer.

After the sale was effected and the cap manufacturer gone, the buyer and I discussed caps for more than an hour. The man had got his message across through that sheer enthusiasm that is built up only through intimate contact with the product—in other words through extensive experience.

I heard a lecture one time on "Experience" as expressed in the quotation from some writer—"And I sat where they sat."

This is one of the few lectures I have heard that still stands out in my memory like some great

mountain peak.

The writer from whom this quotation was taken, was a man writing some friends far away and telling them in no uncertain terms, what they should do and what they shouldn't do.

Most of the space in his letters was used in reprimanding them for what they had done.

After a while he took the journey and went and lived with them.
"And I sat where they sat," he wrote later on. An entire change crept into his writings.

He was less positive in his statements—less volcanic in his denunciations—more tolerant and liberal in his views about what his friends had done and what they

should have done.

It takes that intimate touch that only experience can give to enable us to understand many things about our own business, especially the selling end. Being able to understand what you are selling and to understand folks, often means making a sale when everything seems against it.

Not a great while ago, I sold a large order of coal mining machinery. Ten years of my life were spent with a coal mining company in various capacities.

While I was certainly familiar enough with the machinery I was offering, I am sure it was not that so much as being able to establish myself on a friendly footing with the men inside through having "sat where they sit."

We found we talked the same

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language-used the same peculiar names for various things about a mine-spoke in terms that each understood.

Other salesmen talked about their equipment—its efficiency the possibilities of savings. They also did a lot of figuring. I was able to do this and just a little

I went down inside and then more than two miles back underground. A miner can always tell when a man is "green." They were soon convinced, I am certain, that I had been under like conditions many times before.

Away down there under the big rock, I reclined on a pile of coal and we talked about nearly everything else except the machinery.

They would recall some experience involving various types of mine disasters and out of my own personal experience I had a fund of incidents to draw from-factsnames-dates-places and even the "lingo" too.

When I arrived that morning I had been told positively that competing machinery had been bought.

So after we had gossiped a good deal I outlined how they could use the machinery that had been hought to the best advantage and they listened. Not once did I cast any reflection on their selection.

Once more on the outside, I went by the purchasing agent's office to say good-bye.

"How much are your machines?" he asked.

I told him.

"You may ship us fifteen," was his reply.

Like a good salesman should, I took his order and asked no ques-

Maybe the intercommunicating telephone system with the inside of the mine had something to do with it - maybe not. But this serves to illustrate the point I wish to make and that is, experience in a given business for the average individual is his greatest

With it you have boundless opportunities to make that intimate contact that assures you a "friendly hearing" and I consider a "friendly hearing" the biggest thing in a

Friendly hearings are given to those who understand us.

Those who understand us are those who have "sat where we

So instead of asking an appli-nt whether he has "sat where cant whether he has we sit" we simply say "Have you had any experience in this line?"

New Accounts for Cleveland Agency

Agency
The Monarch Company, Cleveland, manufacturer of automotive specialties, has appointed The Harm White Company, also of that city, to direct its advertising account. Business-paper and direct mail advertising will be used.

A campaign, using magazines and direct mail, has been started by the Stanley McMichael Publishing Organization, Cleveland, text books, also is being directed by the Harm White agency.

agency.

New Officers of the Philadelphia Agency Council

A. King Aitkin, of The Aitkin-Kynette Company, will become chair-man of the Philadelphia Council of the man of the Philadelphia Council of the American Association of Advertising Agencies for the ensuing year. John H. Cross, of the J. H. Cross Company, will be vice-chairman. Charles A. Oswald, of the Oswald Advertising Agency, will continue as sccretary John treasurer.

New Campaign for Thatcher **Furnaces**

A new campaign has been started in newspapers, magazines and business napers by the Thatcher Company, Newark, N. J., maker of Thatcher furnaces. Direct mail and dealer belps also are being used. The Redfield Advertising Agency, Inc., New York, is directing this account.

John Schiller with "The Farm Journal"

Journal"

John Schiller, recently with the Philadelphia Public Ledger, has joined the advertising department of The Farm Journal, also of Philadelphia. He had also been with the Macfadden Publications.

H. L. King Joins Cuneo Catalog Service

Harvey L. King, formerly with the R. R. Donnelley & Sons Company, Chicago, has been placed in charge of the mill, hardware and plumbing division of the Cuneo Catalog Service, also of Chicago.

Oct.

Should Chain Grocers Eliminate Brand Duplication?

This Question Was One of a Number of Important Topics Brought Up for Discussion at the Recent Convention of the National Chain-Store Grocers Association at Buffalo.

HERE is a need for a change In the attitude of chain-store executives toward advertising. They do not appear to realize that advertising influences every de-partment of the business-executive, sales, purchasing, warehouse, office and stores, in addition to its influence on the public.

This analysis of advertising in its application to the chain-store business was presented before the convention of the National Chain-Store Grocers' Association by H. H. Lestico, its advertising counsel. The convention, which was held at Buffalo last week, was attended by approximately delegates representing about 30,000 The speaker dechain stores. clared advertising to be the most important part of a chain-store's selling policy. In dealing with policies and methods and the creating and holding of good-will for the chain store as an institution, Mr. Lestico advocated institutional advertising.

Proctor Carr, vice-president of the Shredded Wheat Company, told delegates that manufacturers who induce retailers to load their shelves with merchandise they cannot move should not complain if they have to wait for payment. Intelligent distribution of each manufacturer's products for the benefit of both the retailer and the consumer, must eventually benefit the manufacturer. Instalment buying on the part of con-sumers was referred to by Mr. Carr as uneconomical, and a thing "Too many that must be curbed. American families are worrying about how to pay for the things already consumed rather than the things to be consumed," he declared.

However, groceries must continue to operate on both the cash and credit basis. The thrifty who want lower prices and are willing to serve themselves and carry their purchases home, and the opulent who don't care about prices and who want credit and delivery, live side by side. Both must be served.

There is an apparent sentiment among members of the association against the practice of price cutting. This was brought out during the discussion on how sales can be built up profitably without resorting to the practice of price cutting. More advertising, courtesy on the part of salespersons, neat arrangement of merchandise, and sanitation, were mentioned as the principal factors leading to increased sales.

The question of whether or not chain-store grocers should attempt to reduce brand duplication is a matter controlled almost entirely by the community in which the store is located, according to Oscar Riepe of the Brenner Tea Co., chain-store operator in Burlington, Iowa. He declared that there is no question at all that this policy effects economies. Whether or not these economies work toward increased patronage and prestige for the chain-store grocer in the long run, is another question. Reduction of brands, he warned, would have to be made very carefully for if overdone, it would mean a dis-

tinct loss in patronage.

James C. West, secretary of the S. M. Flickinger Company, Buffalo, was elected president at the closing session. He succeeds M. B. Skaggs of Portland, Orc.

H. B. Dale, San Francisco, and W. F. McIntyre, Portland, Ore., were elected first and second vicepresidents: Alfred Beckmann, New York City, was re-elected, for the sixth consecutive time, to the office of secretary-treasurer. H. D. Bohack, Brooklyn, was appointed chairman of the executive committee.

The convention next year will be held at Washington, D. C.

D. P. O'Brien, of the New York office of the Dalton Adding Machine Company, has been appointed director of educational sales and service.

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The National Advertiser who now advertises in

The Evening Bulletin

535,096 more chances

for doing a profitable
FALL AND CHRISTMAS BUSINESS
than his competitor
who does not use this newspaper

The net paid daily average circulation of The Bulletin for the six months ending September 30th, was 535,096 copies a day.

The Bulletin's circulation is far larger than that of any other Philadelphia newspaper, and is the third largest in the United States.

"Nearly everybody reads The Bulletin"

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Circulation Factor

The Official Sworn Statements of Net Paid Circulation Made by New York Evening Newspapers to U. S. Post Office for the Six Months Ending September 30, 1926, Are as Follows:

Evening 677,844 Copies Journal 677,844 a Day

Evening	World						.295,732
Evening	Sun						.265,000
Evening	Telegra	ır	n				.207,706
Evening	Post						. 34,127

GAIN or LOSS Over Same Period Last Year:

Evening 42,039 GAIN

Evening	World 16,20	Loss
Evening	Sun 8,766	5 Gain
Evening	Telegram 8,140) Gain
Evening	Post 1 713	2 Gain

Every Day the Home Circulation of the New York Evening Journal is:

382,112 More Than Eve. World 412,844 More Than Sun 470,138 More Than Telegram 643,717 More Than Post

117,112 More Than Evening World and Evening Sun Combined!

r:

erwhelming First

in home circulation among evening papers

For 27 Years

Every day during the past six months an average of 677,844 dif-ferent, individual buyers, purchased the New York Evening Journal -at 3c a copy daily, 5c on Saturdays—and CARRIED IT HOME, where it is read by over 2,000,000 men, women and children.

How newspapers forge ahead, stand still or go backwards is shown by circulation gains and losses.

In the past six months the New York Evening Journal's daily average gain, over the same period of last year, is 42,039.

The Evening World shows an average daily net paid loss of 16,201, the Evening Sun a gain of 8,766, the Evening Telegram a gain of 8,140 and the Evening Post a gain of 1,712.

Merchants and manufacturers invariably invest more money in the Evening Journal than in any other New York evening news-paper—because more people buy it, more people believe in it, more people read it and more people respond to its advertising.

The Average Daily Net Paid Circulation of the New York Evening Journal for September, 1926, is

692,775 Copies a Day

94% Concentrated in New York and Suburbs

NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation . . . and at 3c a copy daily, 5c Saturday

New York Office: 2 COLUMBUS CIRCLE, New York City Chicago Office Detroit Office

913 Hearst Building, Chicago, Ill. General Motors Bldg., Detroit, Mich.

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Note How "Editor and Publisher" Places The Detroit News First in Total, National, Local and Classified Advertising For First Half Year



Above is reproduced the advertising rank of the leading newspapers of America as printed in the September 25th issue of "Editor and Publisher."

It will be noted from these statistics that The Detroit News not only led all other newspapers in America in total linage, having printed 17,427,326 lines for the first six months of this year but that The News also led all other newspapers publishing both evening and Sunday in local, national and classified advertising.

Such an achievement is unique and is all the more remarkable when one considers that in attaining this leadership The News surpassed such outstanding newspapers as The Chicago Tribune and The New York Times, both in cities having from 3 to 6 times the population of Detroit.

The Detroit News

Detroit's HOME Newspaper

350,000 Sunday Circulation

320,000 Weekday Circulation

In Memoriam

An Appreciation of Milton Feasley-A Real Advertising Man

By Philip W. Lennen

Vice-President, Lennen & Mitchell, Inc.

ONCE upon a time an advertising agency advertisement appeared under this headline:

There is only one solution to advertising problem :- 'Find the Man' !'

es

That, it seems to me, is a complete and final sum-up of an advertiser's biggest job.

Prick the cuticle of a master advertisement and you draw blood; the humanity of the man who wrote it.

For a great advertisement, like a great book, a fine painting or a classic in statuary is seldom

machine-processed.

It is man-made. Listerine solved its advertising problem when it found Milton Feasley.

It found its man. . .

Feasley is gone.

I never met him personally; so I do not know what manner of man he was.

But I followed his work just as a batsman follows Babe Ruth's, or as a lawyer watches the cases of Charles Evans Hughes.

Probably no tribute in bronze or granite will be raised in Feasley's honor. But he left his own monument-in one of the largest advertising achievements of recent

Feasley took an amber liquid, which for years had been commonly known as a medicinal antiseptic, and made it a daily toilette refinement in millions of

He amplified the morning habits of our nicer citizenry-by making the morning mouth-wash as important as the morning shower or the morning shave.

He added a word to the lexicon of the man in the street; and made it so concurrent in our daily vernacular that it became the pith of the columnist's quip and the spice of the stage comedian's wise-crack.

For the Halitosis bon mot has out-run and out-lasted the Flivver

joke.

Starting with a try-out budget of a few thousand dollars, he built up, out of the profits of his results, an advertising appropriation of \$3,000,000 a year for one commodity alone.

He created a type of "humaninterest" advertising which wholesomely influenced the whole trend of present-day copy. A pattern more widely imitated than any other contemporary advertising style!

I do not know whether Milton Feasley was responsible for the Halitosis idea. That is immaterial. The important thing is-he put the

salt on the tail of it.

The basic thought may have been a collaboration. But Feasley wrote the message and got it to Garcia. He photographed the idea on the printed page with vivid words and images and made it live in the public mind.

As a matter of fact, good advertising ideas are usually "selected" rather than "created."

For, more often than not, it is the old idea rather than the new which makes the sensational advertising success; the old idea given a new dress and rediscovered as the big idea through the magic of revitalized interpretation.

How often, on that very account, has a notable advertising success filled advertising men with painful self-reproaches!

"Why that's an old idea of mine," each inwardly chastises himself. "An old familiar friend which I left disdained in the ashes of disuse because I knew it so well! And now it comes forth as the beautiful Cinderella-because of its gorgeous new clothing."

Tucked away in Listerine's descriptive literature for decades was a modest paragraph about its qualities as a mouth deodorant.

Dozens of advertising men must have read that paragraph before Milton Feasley came into the Listerine picture. But they read it with their eyes rather than their selling imagination. They read it without a thrill. Feasley read it and visioned the greatest individual advertising success in history.

If I were asked to define the "advertising instinct" I would define it as the "genius of selectivity." The ability to pick out ideas rather than to fabricate them!

When a man makes a single brilliant success the cynics are prone to dismiss it as a happy accident.

But the same accident seldom happens twice to the same man. Luck becomes ability when it persistently duplicates its achieve-

Feasley permanently confirmed his genius in his last, and I believe his greatest, advertising accomplishment.

A year or two ago he entered the thickly competitive tooth-paste field with a new copy angle for Listerine tooth-paste, i. e.—"The tooth-paste—even for lazy people."

At the time of his death, the year's appropriation scheduled for Listerine tooth-paste was close to \$2,000,000—an appropriation tangibly justified by the definite results produced by the test campaign.

The rise in the sales of Listerine tooth-paste following the appearance of the new copy angle was even greater, I am reliably informed, than the meteoric sales increase that came to Listerine after the first Halitosis campaign.

The advertising world he left behind can well afford to take stock of Feasley's work.

The lives of great advertising men remind us that "the copy's the thing," in successful advertising. And that reminder seems to be generally needed right now!

With the tremendous growth of advertising and advertising organizations the last few years, advertising service has taken on many complexities. Too often, in some of these services, the major part of the overhead is spent on the incidental and accessories of copy writing rather than on the writing itself.

The thinking out and writing of an advertisement is made subordinate to its embellishment. Tenline ideas are blown up to doublespread space. Mediocre copy
slants are veneered with fancy art.
Mechanical processes take precedence over advertising imagination.
And the solicitation of new business receives more attention than
the handling of the business in the
house.

Such organizations often have the ability to produce good advertising. But like the high-powered salesman who spends nine-tenths of his time at his desk instead of in the prospect's office, not enough of this potential ability is put to use on the work that counts. Too much is given to preliminaries, with little left for production.

Shakespeare had no research department or corps of field surveyors. But he always had an ample survey of human nature on tap, in his knowledge of men and their ways.

He was able to turn out his vast volume of undying literature because he devoted the major part of his time to thinking, living and writing his plays.

It will be abashing to many of us to consider that Feasley, singlehanded, thought out and wrote the copy to fill over \$5,000,000 worth of white space a year and made it show a profit to his several principals.

He was able to do that—because he made copy writing his uppermost job.

In writing an advertisement Feasley never forgot that the well-spring of the reader's interest rests in the reader's own concerns—and not in the advertiser's.

Every cub copy writer knows this kindergarten principle. But how many copy men, veterans included, persistently and stupidly ignore it!

Perhaps that's because so many

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America's Most American 2,000,000

92.1 of the population of Indiana is native born white. Not one state—not one—has a higher percentage of native white population. The 2,000,000 consumers of the *Indianapolis Radius* constitute a market that is unique in America in its unity, compactness and unanimity of thought and action. Uniform intelligence—uniformly high living standards—uniform loyalty and responsiveness to Indiana's one great newspaper and most powerful advertising medium.



The Indianapolis News is by invitation exclusive Indianapolis member The 100,000 Group of American Cities

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago
J. E. LUTZ
The Tower Building

advertisers are still obsessed with the notion that the best advertisement is one which most glowingly displays the trade-mark, the package, the label or the factory. For none of which does the

average reader care a continental. Feasley's copy vied with the news columns in reader interest because it was always written from the reader's point of view. He dealt more with humanity than with merchandise. He wrote advertising dramas rather than business announcements - dramas common to everyday experience that every reader could easily fit himself into the plot as the hero or culprit of its action! He directed his appeal mainly to human hopes and vanities, with the advertiser's commodity always subordinated to the human color of his story.

Feasley had a wonderful understanding of that first rule in the copy writer's hand book, viz: "Before you can invoke the decision to buy, you must first create the

desire to have."

So he gave first consideration to exploiting the coveted human results and effects of the thing he had to sell, rather than to its factory specifications.

tory specifications.

He put prior emphasis on the reader's desired ends, rather than the manufacturer's offered means.

A good advertising man is, after all, primarily a good showman.

His business is to get the crowd

into the big tent. He must deal with facts, of

He must deal with facts, of course. But he dresses these facts in the beguiling raiment of the reader's aspirations and self-concerns.

Business-Paper Campaign for New Loud Speaker

A business-paper campaign has been started by the International Radio Corporation on the Rotofor radio piano speaker, a new type of loud speaker. Smith & Ferris, Los Angeles advertising agency, is directing this account.

William J. Gallard, formerly vicepresident of Highton & Gallard, Inc., Newark, N. J., has started an advertising service at that city under his own name.

Plan Advertising Commission Meeting at Chicago

W. Frank McClure, vice-president of Albert Frank & Company and chairman of the Advertising Commission of the International Advertising Commission of the Jubic on the seconomics of advertising will be one of the principal subjects which will be discussed at the meeting of the Advertising Commission to be held at Chicago an November 15 and 16. An effort will be made to majour a definite program for this work at that meeting.

at that meeting. C. K. Woodbridge, president of the International Advertising Association, will attend the meeting which will be the first meeting of the Commission since provisions were made in the constitution for adding to its membership.

Copies of "Government Travel Regulations" Available

In PRINTERS' INK for September 21, 1926, under the title: "Check Up Salemen's Expenses with Uncle Sam's Allowances," reference was made to an instruction book recently published by the Government called "Government Travel Regulations." It was stated that this book was not a public document and, therefore, was not available for public distribution.

However, the Government Printing Office informs PRINTERS! INK that there is now a supply of these books in the stock of the Superintendent of Documents of the Government Printing Office available for purchase at 10 cents a copy. In addition, the entire book was reprinted in The United States Daily.

Paul Block to Direct Charities Campaign

Paul Block, publisher, and president of Paul Block, Inc., has been appointed chairman of the advertising committee of the tenth anniversary campaign of the Federation for the Support of Jewish Philanthropic Societies. Plans are being made to raise a fund of \$4,720,000.

Machine Tool Account with

The McLain-Simpers Organization, advertising agency of Philadelphia, has been appointed by Wm. Sellers & Company, Inc., Philadelphia, manufacturer of machine tools, to direct its advertising account.

Piston Ring Account for Brogan Agency

The American Hammered Piston Ring Company, Baltimore, has appointed G. W. Brogan, Inc., Towson, Md., advertising agency, as its advertising and merchandising counsel.

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TRAVEL

It is generally admitted—even by the men—that it is the woman of the family who brings up the subject of travel. The popularity of certain resorts which have come to be known as "smart" is a clear indication of feminine influence.

Travel advertisers are realizing the importance of the woman traveler and her influence. That most aristocratic of women's magazines—Harper's Bazar—carries more than twice as much travel advertising this November as in November last year.

Harper's Bazar

NEW YORK CITY

There are nearly prospects for your

Think of Business Boston as a great compact city, really the fourth largest in the country. No such city appears on the official map or on the census list, yet such a city exists, and every national advertiser should know it!

There are more people per square mile in Boston than in any other city in the United States—New York excepted. It is the fourth richest market in the country. And one of the easiest to sell, once you know its secret!

The way to success in Boston

The Boston market is a divided market. The people of Boston separate into two great population groups, divided on lines of sentiment, tradition and origin. So marked is this population division that no single newspaper can, with success, appeal to both groups.

To sell both these great population groups you must use at least two newspapers, and one of these must be the Boston Herald-Traveler. For the more important of these population groups is covered by the Herald-Traveler only.

Let us tell you more about this peculiar Boston situation. Write today for our booklet "Business

Boston." You'll find it full of surprising and important information.



Harvard Square, Cambridge, Cambridge is really Boston. Only the slim Charles River separate these two historic towns. Yet in this community, listed as a separate municipality by the census, live 119,669 prosperous people, more than 28,000 families. Fortytwo out of every hundred of these families read the Herald-Travelor.

Cambridge is only one of the 40 towns and municipalities that are within 15 miles of the center of Roston.

2,000,000 goods in Boston



BOSTON HERALD-TRAVELER

Advertising Representative George A. McDevitt Company 250 Park Ave., New York, N. Y. 914 Peoples Gas Bidg., Chicago, Ill.



For five years the Herald-Traveler has been first in National Advertising, including all financial advertising, among Boston daily newspapers.

PERSONALITY

The "personality of the salesman" is a subject often discussed wherever business men do congregate.

Printed books as well as humans have personality.

Sometimes the catalog or booklet is quite unprepossessing. It just strikes you as being all wrong. It may be dressed in poor taste. Or it may talk in garrulous, rambling fashion instead of being clear, crisp and concise. Or it may remind you of the commuter who has dressed, shaved and had breakfast in eight minutes.

Be sure that your printed salesmen have the right sort of personality. You can make reasonably sure by consulting us.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

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Window Display Association Lays Out Useful Program

Sound Financial Program, Provisions for Paid Secretary and Unusual Research Report Feature Third Convention

WITH its third annual conven-tion, the Window Display Advertising Association has grown of an uncertain and at times troubled infancy into a growing, fnancially sound organization able to stand firmly on its own two feet. A fund of more than \$10,000 was raised from sustaining member-ships and this fund will be used to hire a paid secretary. With the addition of the dues, which were raised from \$25 to \$50 a year, this sum will give the secretary the necessary backing to enable the association to offer a real service to the national advertiser which the association has been trying to reach with partial success during its existence.

Another achievement of the association which was spot-lighted at the convention was the report of the research committee, presented by Carl Percy, chairman of the committee. An analysis of this report will appear in a later issue of PRINTERS' INK. The report covers many of the most impor-tant phases of window display and is based on questionnaires sent to representative dealers in several lines. While it does not attempt to solve problems with any degree of finality it does give the national advertiser an excellent starting point for further research on his own part or on the part of the association.

Other features of the convention which aroused more than ordinary interest, were the exhibits of display material, the trip to the plant of the Edison Lamp Works of the General Electric Company, some unusual discussions of display material which showed the genesis and use of this material, and the spirit of frank co-operation between producer, distributor and buyer which was in evidence at each session.

following officers elected for 1926-1927: President, Lee H. Bristol, Bristol-Myers Co.; vice-president, Sol Fisher, Fisher Display Service; secretary and treasurer, Frederick L. Wertz, dis-

play counselor. A paid secretary will be appointed later. The new board of trustees is made up as follows: Joseph M. Kraus, A. Stein &c Co., chairman: S. Turner, Jr., General Electric Co.; C. J. Munro, Munro & Harford @U. &U. Co.; Samuel J. Hanick, Reuben



LEE H. BRISTOL

H. Donnelley Corp.; Clement H. Watson, J. Walter Thompson Co. The officers and the board are now at work on a program for next year, a program which will be intended to appeal particularly to the national advertiser and the advertising agent in helping them to get their display problems on a sound and scientific basis.

To attempt to outline all the speeches delivered at the convention would be impossible owing to space limitations. However, in the following paragraphs will be given some of the highlights from the various speeches, especially those points that will appeal to the advertiser who is facing display problems.

Lee H. Bristol, Bristol-Myers Company: "As a program for the present these three thoughts are suggested for procedure from a manufacturer's standpoint; First, get a careful, thoughtful, forwardlooking schedule and window display plan-have the entire program represent a definite policy with a definite objective. In other words have it a part of a whole plan not merely one individual item that lacks origin, sequence or destina-tion. Second, get a 'big idea.'

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There is a plague of lithography and a famine of ideas in the field of window displays today. Third, keep a careful record of all names, addresses, etc., of dealers who request window display material. This list will grow from day to day and will become increasingly valuable, representing a choice group of your own retailers who are disposed to co-operate with you."

Carl Percy, president, Carl Percy, Inc.: "Window display has the power not only to make immediate sales but also to go back and cash-in on sales that have been partly made by other forms of advertising. Many dealers are more interested in the character and prestige of their stores than they are in the actual profits to be derived from displays. Therefore they frequently endeavor to adopt displays that will enhance the prestige of their stores although these displays do not pay real profits. Do not buy display space. Remember that dealers like displays that tie up in some way with other national advertising. Put on the price tickets if the price is not generally known, particularly if your product is sold to men. Men are not natural shoppers and like to know prices before they go into a store. Direct returns from displays are important, but not so important as the fact that displays may build customers who will buy many dollars' worth of your product in the future."

Ben Nash: "The considerations necessary for the visualization of an idea are environment, physical requirement and should the idea be conveyed by picture, by text, or by impression, or by a combination of any or all of these factors. Once these conditions are present the visualization can be made by means of color, texture and arrangement."

Richard B. Franken, advertising statistical department, New York Times: "Today, there is a great need of careful patient research in the display field as well as in other fields. Many advertisers have proved the value of research in marketing their products. Research takes up such problems as

color and form, human psychologiconsumer needs, etc. Such is search applied to the display fee will mean displays of far greate value."

Stanley R. Latshaw, president Butterick Publishing Co.: "Twent years ago, the manufacturer wa engaged solely in making the product, the retailer solely in sell ing it. Today, the retailer known to be consummating the sale already started by the manufacture in his advertising. Salesmen of advertising space, whether it is magazines or displays, often forgethe essential truth of advertising that the medium is only a methol of communication. I have heard many advertisers say, 'I have used a magazine and it failed' but never have I heard an advertiser say, 'I have used a magazine and l failed.' No medium can be stronger than the messages the advertisers choose to transmit to their prospects."

W. J. McIver, Edison Lam Works of the General Electric Company: "One of the biggest jobs accomplished by our salesmen is the selling of advertising to the dealer. By this I mean educating the dealer to the point where he can appreciate what advertising is, how it works and how it can work for him. We have lad down a set of rules which we expect our retailers to follow in their advertising efforts. They are akin to stage directions and we know that if the dealer will only follow them to the letter he will be all right. We get around 97 per cent of our retailers to place our displays because lamps are the 'sugar' of their business and the retailer realizes that in order to sell lamps he must display them. Not only do 97 per cent of our retailers place our displays but this same number have bought and paid for a certain display which we brought out recently. In my estimation there are three things to do in order to get dealers to accept displays. Tell your story, visualize it and dramatize it.'

Paul B. West, National Carbon Co., Inc.: "We use trade papers as one of the means of getting support for our displays. Our e sale

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Just Suppose-

Suppose that the fate of a nation hung upon the outcome of one desperate battle.

. . .

And suppose that one of the commanding generals had his choice of:

1.—750,000 untrained soldiers without weapons of any kind or—

2.—325,000 trained soldiers with the most modern equipment.

. . .

Which would he take?

. . .

A child could answer that question.

. . .

Quantity as it relates to newspaper circulation is important, of course, but mere numbers don't win the advertiser's battle. That circulation must represent HOMES and readers WITHIN THE HOME in order to produce best returns.

The Chicago Evening American has the third largest evening paper circulation in the United States. But it has MORE than that. It has HOME coverage in the second largest market in America.

Because it reaches more HOMES in Chicago than any other daily newspaper, the Evening American should be the backbone of any campaign designed to increase consumer demand in this rich, responsive

CHICAGO MI AMERICAN

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salesmen are instructed whenever possible to get testimonials from dealers telling how the dealers have been successful with our displays. At first, these testimonials were not easy to get in number, but now we have in our files more testimonials than we can use. In our trade-paper advertising we use these testimonial letters, quoting the dealers by name, and show pictures of displays set up in the dealer's window. We have found this trade-paper advertising to be one of our most effective methods of getting dealers sold on our display advertising."

Wm. B. Benton, George Batten Company: "I believe that the advertising agency will play a much greater part in the future in window display advertising. It will handle more and more of the displays for the large national advertiser especially, because he is usually looking for a systematic program in regard to all phases of his advertising. The average agent has not yet absorbed display in the routine of his business, but he will have to because his clients are demanding such a service. If the agent does take over the display work many producers feel that better displays will result. This is true for many reasons; the dis-plays will be linked up better with the entire campaign; the agency will get a quicker decision from the advertiser; it will reduce the cost of speculative sketches to a minimum; it will make the producer's selling easier; it will center the producer's efforts on production rather than on extraneous matters and, in the long run, result in better work."

A number of technical discussions were staged around actual display pieces which were presented by their creators who explained the merchandising ideas behind the displays and answered questions concerning the creation, distribution and success of the displays.

With a guaranteed fund of more than \$10,000 in the treasury, and with further funds in prospect, the Window Display Advertising Association is entering a new period of usefulness which should make it of renewed service to its mem-

bers. As soon as the board of trustees can take up a number of ideas at present under consideration a program of future activity will be announced.

C. P. Russell Is Author of New Book on Franklin

C. Phillips Russell, formerly a member of PRINTERS' INK editorial siafi, and at present a frequent contributor, is the author of a new book on Benjamin Franklin, which has just been published by Brentano's, New York.

After leaving PRINTERS' INK, Mr. Russell spent four years abroad where he discovered in London and Paris some new letters and documents bearing upon the life of Benjamin Franklin, often called America's first advertising

This book, which calls Franklin "the first civilized American," treats of Franklin in an unusual and unconventional manner.

Sells Interest in Little Rock "Arkansas Democrat"

Elmer E. Clarke, for fifteen year publisher of the Little Rock Arkansu Democrat, has sold his interests in that paper to K. A. Engel and W. T. Salington. Mr. Engel, who has been business manager of the Arkansus Democrat for fifteen years, is now president, general manager and treasurer. Mr. Salington, who continues as managing editor, has been elected secretary.

Middle-Western Campaign for Bottled Gas

A campaign for Protane Bottled Gas, a product of the Illinois Bottled Gas Company, Chicago, has been started in Middle Western newspapers and farm papers. In addition, direct-mail advertising is being used. The Wade Advertising Agency, Chicago, is directing this campaign.

J. J. Cahill Joins Smith & Ferris

John J. Cahill has joined Smith & Ferris, Los Angeles advertising agency, and will be in charge of a newlyet-tablished financial advertising department. For the last twelve years be conducted a financial advertising business of his own at Deaver.

Seattle Advertiser Plans 1927 Trade-Paper Campaign

A sales promotion and advertising campaign is being planned by the Walace Equipment Company, Scattle Wash, manufacturer of structural stee products. Trade papers will be used for this campaign which is to start in January, 1927.

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tickled SPHINX!





TOOTH PASTE

THE grim grip on his cigar relaxed. His mouth eased to a more comfortable width. White teeth shone forth from an actual smile!

actual smile!

After nights of thought and days of arithmetic, they had won! These sales figures proved their product to be the fastest growing dentifrice in America!

It had taken courage for Listerine to ignore approximately 44 old line magazines, place their double color spreads in only 4.....!

The first 3 were planned to cover the old market without duplication. The fourth was planned to tap a new market, the True Story market, 2,000,000 men and women who had never read national magazines

MORE PEOPLE PAY MORE MONEY FOR TRUE STORY AT THE NEWSSTANDS, THAN FOR ANY OTHER MAGAZINE IN THE WORLD.

before (True Story gives them Dreiser's essence, in Grimm's English) 2,000,000 men and women who had heretofore been complete strangers to Lis-

terine Tooth Paste advertising.

Anyone human enough to enjoy the triumph of having speeded up sales, has eyes open for a new market—but even the most Victorian merchant knows that a new market of 2,000,000 . . . 2,000,000 buying men and women . . . equivalent to the total adult population of 8 States . . . cannot help but shoot the sales curve up in the next annual report!

You owe it to yourself to inspect, at first hand, this new day magazine. The strip below will bring you a current copy by return mail.

True Story

1926 Broadway, N. Y. C.

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Baltimore's Greates P

The fame of Baltimore ne Public Markets has spreaded to the far corners of the earth.

Every visitor to Baltimor av --every writer recording he impressions of the city-re is impressed by this feating ture of Baltimore life.

The public market system provides a most economi cal method of distributing the products of nearby farms to the homes Baltimore--

Just as the Sunpapers-Baltimore's greatest pub lic market-place--provid

Public Market"

he most economical re hethod of making your earoduct known in the th omes you want to reach! and while Baltimoreans or ave to "go to market," in he Sunpapers are delivy-red at the front-door-eanorning, evening and unday!

Average Net Paid Circulation for Month of September, 1926

Daily (M. & E.) 246,171 Sunday - - - 189,672

Gain of 11,619 Daily and 6,614 Sunday over September, 1925

Everything in Baltimore Revolves Around

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EVENING

JOHN B. WOODWARD ery Bank Bldg., 110 E. 42nd St. New York

C. GEORGE KROGNESS, First National Bank Bldg., San Francisco

BALTIMOREANS DON'T SAY "NEWSPAPER" -THEY SAY "SUNPAPER"

we let the A. B. C. and P. O. statements tell our circulation storyand then we copper the bet by disclaiming the ability to cover the greater Detroit market exclusively no one paper can do that

How Jobbers Feel About Distributing Dealer Helps

Three Wholesalers Express Opinions Which Indicate That Manufacturers
Still Have a Lot of Educational Work to Do

By James True

CCORDING to three promi-Anent A nent grocery jobbers of Washington, D. C., many manufacturers of food products are seeking ways and means of distributing dealer helps economically and effectively. A large number of these manufacturers evidently believe that the jobber should furnish the means of distribution; but according to the three jobbers interviewed there are several obstacles in the way which can be removed only by concessions and the revision of conventional selling plans on the part of the manufacturer.

Two of these wholesalers are of the opinion that the manufacturer should do all of the work of distributing dealer helps; the third pointed out how the jobber's cooperation could be secured and related experiences which indicate those methods which can be successfully and generally applied.

J. B. Earnshaw, of B. B. Earnshaw & Brother, said that his company cannot afford to expand any effort in inducing retail grocers to display or distribute dealer help material. He emphasized the fact that, in about nine cases out of ten, the retail grocer must be convinced of the advisability of properly placing material of the kind.

"The jobber's salesman," he continued, "is not, as a rule, qualified to convince the average retailer that it is to his advantage to make efficient use of dealer helps. The jobber's salesman hasn't the time to do this work, even if he were qualified, and I think the manufacturer makes a mistake who depends on the jobber for this service.

"A great deal of dealer help material is wasted when it is sent to the jobber for distribution and placed in the cases with the goods. In my opinion, the only way that the manufacturer can successfully distribute dealer advertising material through the jobber is to create a demand for it. In other words, he must convince the retailer of the high value of the material, teach him how to use it effectively, and then send him to the jobber for his supply.

"The manufacturer must consider his dealer help material as he does his products. If he advertises the helps extensively, and if he proves to the dealer that their use will create retail business, I think he would have little trouble in securing distribution through jobbers. However, he must first create conditions which will eliminate the jobber's expense of

handling the material. "Recently, we have observed two excellent window display campaigns in Washington. The Campbell Soup people sent a crew here, and the men not only delivered the material, but placed it in the windows and showed the dealers how to use it effectively. A similar campaign was carried on for several weeks by one of the con-densed milk companies. The jobbers had nothing to do with these efforts except to distribute the products of the manufacturer, and they profited to a limited extent by the increase in the demand for

the goods.

"The success of these campaigns is unquestionable; and I am sure that it would have been impossible to carry them through with the results produced except by the manufacturer's, since representation. A greated deal of ground must be covered an educating the retailer before minimal facturers can expect the grocery jobbers to distribute their dealer helps."

Something of the same opinion was expressed by M. H. Mazo, of

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Mazo Brothers, who said that while many manufacturers pack cards, window display material and hangers in the cases with their goods, and so secure distribution through the jobber, he thought that the waste made the practice unprofitable. He also said that the manufacturer should create all of the demand for his goods, relying on the jobber to furnish distribution of the products only with the least possible trouble and expense.

"Comparatively few manufac-Mazo continued. Mr. "appear to realize that the jobber's success depends absolutely on his service to the dealer. The jobber is successful only when he is able to give the dealer what the latter wants when he wants it. This is a simple, though an exacting service, and when the manufacturer requests the jobber to do anything which hinders this service, he is asking for something that will lessen the value of the jobber's service both to the manufacturer and the retailer.

"When any appreciable number of retailers in any community demand any manufacturer's dealer material, there is no doubt that jobbers will be willing to supply it. But the jobber cannot, under present conditions, create the demand, and he will be able to supply the demand for dealer helps only when the manufacturer is willing to compensate him for the cost of distribution."

When the subject was mentioned to Frank Hume, who does a large business in the District of Columbia, he said that the day hardly passes that does not bring a manufacturer's representative to his office with some plan of distributing dealer-help material.

"But the fault with all of the plans," he added, "is that they fail to consider the jobber's cost of selling. Our salesmen cannot afford to talk up any standard line or article of merchandise. The moment that we begin to specialize, to force the sale of any brand, our selling cost jumps from about 4 per cent to 15 per cent or higher.

"It takes just as much time to induce a dealer to accept and use dealer helps properly as it does to sell him a bill of goods. It costs money to place dealer helps. Except under certain conditions the jobber's benefits from the helps are remotely indirect, and he cannot afford to distribute them unless he is compensated in one way or another.

"Strange as it may seem, after all the years that manufacturers have been depending on the jobbers' service, comparatively few appear to have any idea of just what the jobber is up against. Not long ago, a representative of a manufacturer who puts out one of the best known and most widely advertised food products in the country told me that it cost his concern 22 per cent to sell goods, and that the concern would have to go out of business if it were not for the large volume of repeat orders.

"The jobber must cover all of his expenses and earn a profit on a margin of about 10 per cent. We earn this margin on many goods that are so well known and advertised that they practically sell themselves. Our selling problem, therefore, is one which requires frequent calls on the part of salesmen, so as to be on the ground when the goods are in demand.

"Certain manufacturers have attempted to secure dealer-help distribution, as well as extra selling effort, on the part of the jobber, by offering a larger discount-sometimes as high as 25 per cent. This wide margin is, of course, attractive to the jobbers. The manufacturer has little trouble in securing widespread jobber distribution if his goods are known. Then the jobbers begin to cut prices, and soon the proposition sifts down to taking only that business which can be sold within a margin of 10 per cent, and the plan fails.

"A few other manufacturers have been far-sighted enough to offer us a plan of distribution on the regular margin which compensates us for extra service. We handle a large line of canned goods on which our business is exceedingly satisfactory, and for the manufacturer we have distributed dealer helps and have furnished

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The Importance of the Home-Folks!

THE WORLD has always maintained that its concentration of New York City circulation coincides almost exactly with the opportunity for volume sales offered by the New York Market.

The 250 through trains reaching the city over twelve railroads from points 75 miles away carry less than 30,000 visitors a day.

The city's 125 hotels can accommodate, according to the hotel men themselves, about 50,000 visitors when filled to capacity.

So that the number of visitors influenced by out-of-town (or country) newspaper circulation cuts a very small figure compared with the enormous volume of the daily purchases of the 6,000,000 home-folks themselves.



Telorid

PULITZER BUILDING, NEW YORK
TRIBUNE TOWER, CHICAGO



Oct.

an extra selling service. The same can be said for the Green & Green Company, manufacturer of Edgemont Crackers. For this concern, we have secured a great deal of distribution and have induced many dealers to feature both the goods and the dealer helps furnished by the company. The reason that we have gone to this extra expense is that we have the exclusive distribution of both of these lines in the District of Columbia.

"The manufacturers of these canned goods and crackers understand our problems and are willing to co-operate with us in solving them. Quite naturally, we are willing to go the limit in pushing their goods and in doing anything within reason to increase the demand for their products. We are compensated by the assurance that we can hold the business we assist

in creating.

"We handle several less important lines on the same basis. plan is highly satisfactory to us and I believe it is just as satisfactory to the manufacturers involved. I recommend it to other manufacturers. There is a vast difference between a distributor and a representative, and when the jobber is both the distributor for, and the representative of, a manufacturer in a locality, he can afford to do many things in the manufacturer's interest which he could not afford to do if he were merely one of a half dozen competitive distributors."

Nash Motors Income Gains

The Nash Motors Company, Kenosha, Wis, and its subsidiary, the Ajax Motors Company, report a net income, after charges, of \$14,791,991, for the first nine months of the current year. This compares with \$11,133,411 for the corresponding part of 1925. For the quarter ended August 31, 1926, net income was \$4,643,658, against \$3,840,268 in the similar quarter last year.

A. M. Salomon Joins Hawes-Campbell Agency

A. M. Salomon, formerly with the J. R. Hamilton Advertising Agency, Chicago, has joined the staff of the Hawes-Campbell Advertising Agency, of that city.

Insurance Company Advertises Road Service

"More Than You Expect—Or Pay For" is the alogan featured by the Auto-Owners' Insurance Company, Lansing, Mich., in an advertising capaign just started. In addition to affording the usual indemnities, the Auto-Owners' company, in a series of full-page newspaper advertisements in Michigan delling, is offering free read series. igan dailies, is offering free road ser-vice to policy holders. This includes towing, tire service and gasoline service. Philip C. Pack, advertising, Ann Ar-bor, Mich., is directing this campaign.

Campaign to Start on Sag-No-Mor Fabrics

An advertising campaign will be started this month on Sag-No-Mor fabrics, by I. A. Wyner & Company, Inc., New York, sole selling agents women's publications and business papers will be used. Foote & Morgan, Inc., New York advertising agency, will direct this campaign.

New England Newspaper Campaign for Packo Boilers

Newspapers in the New England ter-ritory will be used in an advertising campaign on Packo hot water boilers which the Riverside Boiler Works, Cam-bridge, Mass., will conduct. This cam-paign will be directed by the Boston office of the Charles W. Hoyt Company, Inc., advertising agency.

Advanced by United Profit-Sharing

Howard M. Dunk, assistant to the president of the United Profit-Sharing Corporation, New York, has been elected vice-president in charge of the contract, sales and advertising departments. ments.

E. B. Peirsel to Join "Cosmopolitan"

Eugene B. Peirsel, formerly Western manager of Harper's Basar, will join the Western staff of the Cosmopolitan. This change will become effective October 15.

W. D. Branham with Little Rock "Arkansas Democrat

W. D. Branham, for the last six years with the advertising department of the Capper Publications, has joined the business department of the Little Rock Arhansas Democrat.

Joins F. J. Ross Agency Kane Campbell, recently with Barton, Durstine & Oaborn, Inc., has joined the F. J. Ross Company, Inc., New York advertising agency, as an account executive.

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-At it Again!

Smashing advertising records in New Orleans is a regular habit of The Times-Picayune's.

This time it is a total paid advertising lineage of 14,441,408 for the first nine months of 1926.

Again A Gain!

1,679.334 lines more than its own high record for the same period of 1925.

Dominating

by an ever widening margin of leadership in all main divisions of advertising and in practically every standard classification.

For instance, in advertising appealing chiefly to men, to women and to men and women alike such as furniture, radio, real estate, women's shoes, classified and others The Times-Picayune has published this year more advertising than all other New Orleans newspapers combined, 7 issues a week against 20.

There must be a reason . . Results!

The Times-Picayune in New Orleans

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg & Noee, Inc. Pacific Coast Representatives: R. J. Bidwell Co.

Oct. I.

Does the Tariff Help or? Hinder?

Is it true that the American farmer buys in a protected market and sells in a world market? Does the tariff favor industry at the expense of agriculture? Or does the farmer share the benefits of protection? Would free trade help? Would higher duties boost the farmer's income? E. V. Wilcox has figured out the debits and the credits of the tariff as it hits the farmer's pocketbook—what high protection costs him and what he gets out of it. Read

What the Tariff Does for the Farmer

In the October issue of The Country Gentleman

and 116 OTHER FEATURES. Every single item in the 192-page October issue of The Country Gentleman was chosen because of its particular appeal to the man, the woman, the boys and the girls on the farms of America.

Quntry Gentleman

The Modern Magazine for Leadership Farm Families

More than 1,300,000 a month

THE CURTIS PUBLISHING COMPANY INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago Boston, San Francisco, Detroit, Cleveland

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Minnesota (the leading butter state) has 188,227 farms, and 164,522 of these, or 87.4% are creamery patrons.

This means that practically the entire farm population has a dependable source of income every month in the year.

Dairy herds make the balance wheel that keeps Minnesota constantly on the profit side of sales sheets. Cream checks give the farmer a security impossible in an all crop system.

The Farmer has been abreast of dairying development in this territory continuously for nearly fifty years. The only weekly farm paper in the Northwest—



The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc., 307 No. Michigan Ave., Chicago, Ill.



Wallace C. Richardson, Inc., 250 Park Avenue, New York

A Northwestern Institution Since 1882

Member Standard Farm Paper Unit

The Current Campaign of the P. R. T. Airplane Service Is an Indication of What the Future Holds

THE initiation of a regular schedule passenger air service by the Philadelphia Rapid Transit Company is an event in itself of more than passing moment. However, what concerns readers of PRINTERS' INK more, perhaps, is the advertising campaign which put the enterprise over and led to its

extension, with promises of further extension in the near

future.

1926

The Philadelphia Rapid Transit system, "Under Mitten Man-agement," comprises not only surface, subway and elevated lines, but also Yellow Cab and various motorbus lines-city, suburban, and intercity. The air service is the company's latest forward step in transportation. Mitten management believes in advertising—plenty of it—and it voices its belief in paid space. When it has a message for the public-and it has them frequently—it buys space in the newspapers and tells its So the company did only the expected thing when it used 350- to 680-line space in the newspapers to advertise its new transportation service.

The regular passenger air service to Washington, D. C., was established about three months ago. On September 13, the service was extended to Norfolk, Va.

Every effort is made to use copy that is timely. For example, there was the announcement of the "Championship Special"—run in connection with the Dempsey-Tunney fight. The advertisement

appeared in the Washington papers of the evening of September 21 and the morning of September 22. "Go by air to the Dempsey-Tunney fight," ran the headlines. The copy — simple, straightforward, concise—gave the flying time, time of leaving and returning, fare, and the telephone number so



Announcement!

"Go by Air" to Norfolk

ON Monday, September 13th, P.R.T. pummyer simplane service was increased to include Norfolk, Va. One round trip will be made daily, including Sunday.

Plane leaves Hoover Field, Arlington, Va., 10.15 A.M., arriving at Norfolk 12 Noon. Plane leaves Norfolk 1.30 P.M., arriving at Washington at 3.15 P.M. Fare can way \$30.00, or \$35.00 for a 15-day round trip ticket. Flying limit 11k hosses.

"GO by AIR" to PHILADELPHIA Now Three Planes Daily

seeger airpines service to Philadelin in increased to three trips daily, ring Washington et a.65 A.M., 200 M. and 3.30 P.M. Standard Time, see laver Philadelphia for Washing, et 6.30 A.M., 10.15 A.M., and 3.30 M. Standard Time. Sees to School

156 hours.
Storring Point—Special P.R.T. busse leave Hotel Washington for House

each plane departure.

Air Express—P. R. T. Airplin
equipped to carry 300 pounds
press or freight. Manufacture

propose to the property of the

For more information, see our repreentative at Hotel Washington, or releases MAIN 3305.

P.R.T.AIR SERVICE

HOOSE MATTER HANAGENERS

NEWSPAPER ADVERTISING IS PLAYING A PROMINENT PART IN THE DEVELOPMENT OF THE P. R. T. AIR SERVICE

that further information might be obtained.

All the advertisements in connection with this passenger air service of the P. R. T. are straight from the shoulder. Bold display, pictures of the plane in the air and of the Sesqui, and a graph of the air route taken by the plane, give them a distinctive note, high attention value and interest. The phrase "Go by air" is used almost

as a slogan, with this differenceit is usually the headline. schedule, the make of the planes -Fokkers with three engines-the comfort, the speed, the safety and the air-mail service under United States contract are played Particular attention is given to the safety phase, the copy pointing out that "airplane passenger service must not be judged by the antics of the loop-the-loop daredevils any more than automobile safety is judged by the record of the racetrack drivers." Safety statistics from Europe are given. The nameplate—"P. R. T. Air Service, Under Mitten Management," with the spread wings of an eagle between the two phrases forms a distinctive device, with the lettering set in the bold Gothic characteristic of all P. R. T. advertisements.

The extension of the service to Norfolk called for newspaper adtype of copy and layout was used, pointing out that the service was from Norfolk to Washington or straight through, as the passenger desired. Newspapers in Washington, Philadelphia, Norfolk, New-port News, and Portsmouth are

being used.

Supplementing the newspaper advertising is the use of the com-pany's "Service Talks"—a house magazine distributed in the company's cars, buses and taxicabs. Cards advertising the service are run in all of the company's cars. When the service was extended to Norfolk direct mail was called into play. All those who had made reservations for the Philadelphiato-Washington trip were circularized.

Will Raise Fund to Advertise South Carolina Coast

Committees have been selected by the South Carolina Agricultural and Development Association to form plans for raising a fund by means of county tax levies, for the purpose of advertising the coastal regions of that State. An effort will be made to reclaim the waste land along the sea coast for agricultural and industrial use. Plans call for the use of newspapers and magazines in an advertising campaign to attract farmers and manufacturers to this territory.

Composition Stone Products to Use Business Papers

An advertising campaign in business papers is being planned by the Arutex Company, New York, manufacturer of mantels, fireplaces and architectural ornaments made of composition stone. Publications reaching the builder, interior decorator and home builder will be used. In the future the Arutex company also contemplates conducting an educational campaign in newspapers. J. X. Netter, Inc., New York, advertising agency is directing the advertising account of this company.

Bumper Account for Detroit Agency

The Sheldon Axle & Spring Company, Wilkes-Barre, Pa., manufacturer of the Air-Cushion automobile bumper, has appointed C. C. Winningham, Inc., Detroit advertising agency, to direct its advertising account. General sales offices have been opened at Detroit, by the Sheldon company, with C. F. fices have been opened at Detroit, by the Sheldon company, with C. F. Griemsman, vice-president and director of sales, and Allan A. Floyd, sales manager, in charge.

P. R. Hume Joins Washington Agency

P. R. Hume, recently with the Keeshen-Garland Agency, Miami, Fla, Agency, Inc., Washington, D. C., as an account executive. He had been with the Procter & Collier Company, Cincin-nati, Ohio.

B. I. Butler Joins Fred A. Robbins Agency

I. Butler, formerly with the Porter-Eastman-Byrne Company, cago advertising agency, has joined the staff of Fred A. Robbins, Inc., adver-tising agency of that city, as an oc-count executive.

Phoenix, Ariz., Community Campaign to Be Continued

A fund of \$200,000 has been raised by public subscription by the Phoenix Arizona Club, Phoenix, with which to continue its community advertising campaign for another two years.

Joins Omaha Agency Eric Rogers, formerly with the Chas. Frazier Company, Honolulu, has joined The Stanley H. Jack Company, Inc., Omaha, Nebr., advertising, as an ac-count executive.

Appoints Cleveland Agency The National Builders' Supply Association, Cleveland, has appointed the Dunlap-Ward Advertising Company, also of Cleveland, to direct its advertising account.

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Woolworthwise

The United States is dotted with Woolworth stores. Each dot marks a centre of population. Woolworth is constantly searching out markets with sales possibilities.

There are several Woolworth stores in New Orleans, but in Louisiana outside of the city there is not a Woolworth store within one hundred miles of New Orleans.

Woolworth has enterprise, but even enterprise must have a market.

80,000 of the total 95,000 circulation of the Item-Tribune is "city."

The Item reaches five out of seven and The Tribune three out of seven families in New Orleans who read any newspaper.

Item-Tribune.

National Advertising Representatives: GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago

National Advertisers to Discuss Distribution

At Convention of Association of National Advertisers, Speakers Will Discuss New Marketing Tendencies and Selling Methods

PREDOMINANT among the topics assigned for discussion at the forthcoming annual meeting of the Association of National Advertisers, Inc., is the subject of distribution. Those who are to address the delegates will get right down to cases and describe actual methods and experiences. A feature of the convention will be a series of three talks on the psychology of advertising and selling by John B. Watson, Ph.D., vice-president, J. Walter Thompson Co., and author of "Behaviorism."

The convention, which is to be held at the Ambassador Hotel, Atlantic City, on November 8, 9 and 10, will open with the address of the president, Edward T. Hall, of the Ralston-Purina Company. This will be followed by the report of the secretary-treasurer, R. K. Leavitt. L. D. H. Weld, recently manager of the commercial research department of Swift & Company and who is now associated with The H. K. McCann Company, will also speak at the opening session. His topic will be "New Tendencies in Marketing."

At the afternoon session on November 8, William M. Zintl, director of sales, paint division, E. I. du Pont de Nemours & Company, will speak on "National Distribution for a New Product in Ninety Days." W. T. Grant, chairman of the board, W. T. Grant Chain Stores, will discuss "Chain Store Distribution" and O. B. Westphal, vice-president and general sales manager of the Jewel Tea Company, Inc., will speak on "Selling Direct to the Consumer."

Group meetings for the consideration of particular phases of national advertising work will close this session. The subjects to be discussed and the chairman of the groups follow: Agency matters, S. E. Conybeare, Armstrong Cork Co.; dealer helps, A. C. Kleberg, Valentine & Co.; direct

mail, R. N. Fellows, Addressograph Co.; export, T. N. Pockman, U. S. Rubber Company; newspapers, Verne Burnett, General Motors Corporation, and magazines, W. A. Hart, E. I. du Pont de Nemours & Company.

Dr. Watson will make his first talk at the morning session on November 9. Richard H. Lee will review the postal rate situation.

When the convention again meets in the afternoon, Dr. Watson will continue his discussion. Frank H. Cole, advertising manager of the Peter Henderson Co. and proprietor of the Frank H. Cole Co., will talk on "What a Retailer Thinks About." Following these two speakers, a newspaper circulation clinic will be held. The subjects and their speakers will be: "How Newspapers Get Circulation," John M. Schmid, business manager, Indianapolis News; "Tendencies Good and Bad in Newspaper Circulation Methods," John H. Fahey, of John H. Fahey, & Co., Boston; and "The Advertiser's Point of View," Verne Burnett, secretary of the advertising committee, General Motors Corp.

The annual dinner of the association will be held on the evening of November 9. Dr. W. E. Lingelbach, chairman of the history department of the University of Pennsylvania, and Robert C. Benchley, of Life, will speak.

At the final session, on the morning of November 10, the speakers will be: N. S. Greensfelder, advertising manager, Hercules Powder Co., "New Tendencies in Industrial Advertising," P. B. Zimmerman, advertising manager, National Lamp Works of the General Electric Co., "How We Sell Advertising to Salesmen"; Dr. Watson, who will conclude his discussion, and F. W. Lovejoy, sales manager, Vacuum Oil Co., "Gaining Distribution by Overcoming Substitution."

301,569

people bought the

EVENING GRAPHIC

last Wednesday and nearly every copy went into a home.

Also note that the

EVENING GRAPHIC

had second place in the evening field for the first nine months of 1926 with a gain in lineage of

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directs the House hold Searchlight

HARRIET W. ALLARD, home economist and publicist of national reputation, is now director of the Household Searchlight.

Few women in America understand the home economics field as does Mrs. Allard. Her experi

THOUSEHOLD

"THE MAGAZINE Arthur Capper, Publisher ence embraces the viewpoints of the public, the publisher and the manufacturer who sells in the home market.

For eight years Mrs. Allard was home management specialist in Kansas, with headquarters in the Kansas State Agricultural College. She has been home economics director to such firms as the Glidden Paint Company and the Sherwin Williams Company. Her published books and pamphlets on refinishing problems, householding accounting, foodstuffs and cookery have been widely read throughout America.

The talents and the diversified experience of Mrs. Allard will find expression in the manysided activities of the Household Searchlight.

This important department is directly affiliated with over two thousand women's clubs on a service and extension basis. The recommendations it makes concerning home products carry authority with a large and intelligent class of buyers. It tests thoroughly all products submitted, and suggests to manufacturers and readers possible improvements and new uses.

Mrs. Allard is eminently fitted to harmonize the interests of both manufacturer and reader. Her articles will be read monthly in 1,650,000 Main Street homes.

CHICAGO: 608 South Dearborn Street

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NEW YORK: 120 West Forty-Second Street



Entrance to the Household Searchlight

MAGAZINE

OF MAIN STREET"

D. M. Noyes, Advertising Manager

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"Where Buyer and Seller Meet"



91% Of All Directory Subscribers Have Their Copies Available To The Public

distribution just completed reveals that 91% of the books are tory every day in the year.

purchased for the use of each purchaser's public. Out of every 100 copies printed, 91 are accessible to your prospective customers. Drug stores, cigar stores, railroad depots, This trade mark appears public libraries, infor- in directories of leading tory users through effi-mation bureaus and publishers cient registration in

hundreds of City Directory li- Your City Directory? You arenot braries in all chief centers of the realizing your share of business

An analysis of City Directory broadcasting the information contained in Your City Direc-

> Are you taking advantage of this phenomenal distribution and user circulation by placing your business and product or service squarely in front of millions of City Direccient registration in

United States and Canada are unless you are. Let us explain.

Send for folder

ASSOCIATION of NORTH AMERICAN DIRECTORY PUBLISHERS

Headquarters 524 Broadway, New York City

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Will These Pure Food Law Changes Harm Advertising?

The U. S. Bureau of Chemistry Holds That Two Bills Now Before Congress May Be Harmful to Certain Advertising Interests

Washington Bureau of PRINTERS' INK T cannot be charged to mere coincidence that the marvelous development of advertising during the last twenty years has paralleled the enforcement of the Pure Food and Drugs Act. Probably no other legislation has been so beneficial to the honest merchandising of food products. As administered by the Bureau of Chemistry, the law has greatly lessened the adulteration and misbranding of many drugs and foods, and it has made it possible for the honest manufacturer to advertise goods without the danger of creating a market for cheaper, adulterated competitive products.

During the twenty years of its administration many attempts have been made to nullify or weaken certain provisions of the act. These attempts have failed because the legislation was so effective in protecting the public while it aided honest merchandising. However, there are now two bills before Congress which, it is claimed, are a potential menace to the effective enforcement of the act. One of them was passed by the Senate during the present session of Congress. It was then considerably revised and passed by the House. In its new form, it will undoubtedly come before the Senate as soon as Congress reconvenes, and there is a strong probability that it will be enacted into law; but even in its revised form, in the opinion of many, it is likely to weaken the Federal Pure Food Act if it is passed.

While both of these bills were supported by influential lobbies, and while their advocates sent witnesses to Washington to appear before the committees which considered them, the advertising industry was not represented. This may be due to the fact that there is a general misunderstanding re-

garding the purpose and scope of the law. At least, that explanation furnishes the only logical reason for the lack of interest on the part of the advertising industry, according to P. B. Dunbar, assistant chief of the Bureau of Chemistry, who is in charge of the enforcement of the Pure Food and Drugs Act.

"A great many individuals," he id, "have expressed the belief said, that the sole purpose of the food and drugs act is to prevent the addition of harmful or poisonous adulterants to food. But the act goes very much farther. It assumes that the American people have every right to know what they are buying in the form of food. Under the law, a substitute, even though it may be an excellent food product, cannot be sold under the name of the product it replaces, nor can it be used in place of a normal ingredient of an article of food, unless its presence is plainly indicated on the label of the package.

"This fact, I am convinced, is the most vital element of the law when considered from the advertising viewpoint. At the present time, the misbranding feature of the act is solidly upheld by legal authority; but it has taken an active campaign of twenty years, with the prosecution of many cases, clearly to establish the intent of the law.

MISBRANDED VINEGAR

"Some months ago, the Supreme Court of the United States handed down a decision which emphatically declared that the public has the right to know exactly what it is buying. The case involved the branding of vinegar made of dried apples as cider vinegar. There was no question as to the wholesomeness of the product. The Bureau of Chemistry contended that the branding was misleading, and

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hence an infraction of the pure food act, and the Supreme Court

"Introduced ostensibly in the interests of agriculture, the corn sugar bill, if it should pass in its original form, would largely nullify this court decision. Of course, this bill is not a direct attack on the pure food law. Undoubtedly, its framers had no such object in view, but in the opinion of the Department its enactment would constitute a flanking movement. The main argument presented in its favor is that it would greatly aid the farmer, but the fact that it would injure many industries by tending toward a breaking down of the misbranding regulations was overlooked.

"According to the most reliable information, passage of the bill would not add to the farmers' profits. Secretary of Agriculture Jardine has shown that the enactment of the bill would not materially increase the demand for corn, and that it would have little or no effect on its price. Nevertheless, the Senate passed the bill in a form that would have practically exempted all products containing corn sugar from the operation of the food and drugs act.

"The House Committee declined to recommend the passage of the bill in its original form; but it introduced, and the House passed, a revised bill which declares that confectionery, frozen products, meat and bakers' products shall not be deemed misbranded merely because they contain corn sugar as a substitute for cane or beet sugar. In its modified form, the bill went back to the Senate. If the original measure is enacted after Congress reconvenes, and this may occur should the Senate insist, there is little doubt that it wilf be the forerunner of many similar bills which will seriously impair the integrity and effectiveness of the pure food law."

As Dr. Dunbar further ex-

As Dr. Dunbar further explained, the Bureau of Chemistry has no objection whatever to the use of corn sugar as such. It is a wholesome product and has considerable food value, although it is only a little more than half as sweet as cane or beet sugar. But according to the Chemistry Bureau, when people buy sweetened goods they expect the sweetening ingredient to be what is generally known as sugar. By this word, the vast majority of people mean cane or beet sugar, which is sucrose. Corn sugar is dextrose. Under the present established interpretation of the law, corn sugar cannot be substituted for cane or beet sugar, unless the consumer is notified of the substitution by means of the label.

OTHER BILLS MAY FOLLOW

As soon as the corn sugar bill was introduced in the Senate, there were indications that similar bills might follow. A Senator from a Southern State openly said that if the bill passed he would introduce a measure which would allow the use of cotton seed oil and margarine made therefrom without branding to differentiate them from other products.

Other incidents could be cited to show that, if the bars are let down at all, there will be no end to the substitution evil, says the Bureau of Chemistry. And what it will do to the merchandising and advertising of honest food products is something which the Bureau claims is not pleasant to contemplate.

The Williams-Newton bill was introduced in both the Senate and the House and referred to the committees on interstate and foreign commerce, and is still in committee with the prospect of a vote when Congress reconvenes. This bill, although it does not mention the drug, is understood to have been vigorously supported by the manufacturers of saccharin. If passed, the Bureau of Chemistry believes it would practically the the hands of the enforcement officers by placing such restrictions upon the seizure of foods and drugs as to make the seizure sections of the law practically inoperative.

At the present time, the Government is not required to notify the manufacturer of adulterated or misbranded goods before it makes seizure. The Government, by an order of the court, seizes the goods

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for obvious reasons. The court then affords the manufacturer a

Under the food and drug act, goods may be seized if they are filthy, putrid or decomposed; if they contain added deleterious ingredients, or if they are adulterated or misbranded in other respects. During the last twenty years, this provision of the law has resulted in the seizure of an almost inconceivable amount of foods so flagrantly in violation as to constitute a positive fraud upon the public, or 50 far decomposed as to be wholly unfit for food, if not positively harmful to health. In every case, Chemistry Bureau officials say, it is necessary to seize the goods before a hearing, otherwise they could be sold during the process of legal action, and considerable harm

to the health or the material wel-

fare of the public might result. The Williams-Newton bill proposes to amend the act so as to provide that no criminal prosecution under the law may be instituted until after a hearing is held by a board consisting of one representative each of the Secretary of Agriculture, the Secretary of the Treasury and the Secretary of Commerce, this board to be appointed only in the case of a demand by the interested party. The bill also provides that no seizure or confiscation of a food or drug product can be made until after a hearing has been held by a similarly constituted board. Exception to this rule is made by the proposed amendment only in cases involving products consisting in whole or in part of a filthy, decomposed or putrid animal or vegetable substance, or any portion of an animal unfit for food or one that is the product of a diseased animal or one which has died otherwise than by slaughter, or a prodduct containing poison of character and quantity as to endanger immediately the health of the user.

The Secretary of Agriculture opposed this bill for a number of reasons, and in explaining the provision for seizure, which the act would nullify, Dr. Dunbar said that the records of hundreds of cases,

proved that seizure was necessary in many instances to keep such products from being sold to the public. Government enforcement officials claim that this bill marks the beginning of a legislative campaign intended, eventually to allow the use of saccharin in manufactured foods as a substitute for sugar.

FEDERAL OFFICIALS SAY SACCHARIN HAS NO FOOD VALUE

The Department of Agriculture does not tolerate the use of saccharin in food, Dr. Dunbar declared. "Saccharin," he said, "is a coal tar product. It has no food value whatever. Therefore, the Bureau of Chemistry holds that its place is not in food, and that the public is entitled to protection against the sale of foods to which the substance has been added."

If any more evidence is required to prove that the passage of these laws would demoralize the merchandising and advertising of food products, Bureau officials say it can be found in abundance in the records of the Bureau of Chemistry. Dr. Dunbar mentioned case after case in which the Bureau had prevented misbranding, unfair competition and a host of other evils, all of which he said would have been impossible if the pure food law had been hampered by the proposed legislation under discussion.

For example, several years ago, inspectors for the Bureau found that large quantities of wormy berries had been preserved and were being sold. The Bureau seized a quantity of the fruit. The defense was that the presence of the worms was in no way injurious to health; but the Bureau took the stand that the public was entitled to protection against the sale of such fruit.

Several years ago, a great deal of decomposed salmon was being packed and sold. Out of seventy-two canneries inspected, thirteen were found to be packing or to have in their possession fish in a state of decomposition which rendered it unfit for food. In the fiscal year ending June 30, 1925; seventeen salmon packers were

fined for violations of the food laws.

Early in 1925, several shipments of frozen oranges from California called for action. Oranges that freeze when they are nearly matured are not changed in appearance but their quality is seriously damaged after a time, and as there is no outside evidence of damage, the purchaser is defrauded.

At one time, several years ago, the sardine packing industry of Maine was seriously injured. A great many sardines were caught after feeding on a marine organism popularly known as "red feed," and were found to undergo a kind of decomposition because of the feed. Large quantities of such fish were formerly canned and marketed, and they were having a decidedly unfavorable effect on the industry when the Bureau stepped in and remedied the condition.

In all of these cases, the Bureau of Chemistry was welcomed by the more intelligent members of the industries involved, and it was the means of furnishing remedies or corrections for the serious conditions.

These cases, and hundreds of others, prove beyond every question the value of the food and drug law from a merchandising standpoint; but such results in the future will be impossible, Bureau officials hold, if the act is to be progressively weakened by pending amendments which furnish a wedge for a great deal of similar legislation.

"The main essential at this time, Dr. Dunbar declared. the creators of advertising, the specialists of the industry, and the advertisers of pure food products to understand just what the pure food and drugs act means in its relation to their business. must know also something of what is being done toward nullifying the act, and realize the fact that a good law must be protected against the attacks of those who would profit by its nullification. When the facts are known, when all the cards are on the table, I do not think there can be any doubt as to the adequate protection of a law which means so much to the American people and to honest business."

Hannah-Crawford Agency Augments Staff

C. E. Walters and Edwin Schickel have joined Hannah-Crawford, Inc., Milwaukee, advertising agency, as account executivea. Mr. Walters habeen with The Koch Company, Miwaukee, for the last five years. Mr. Schickel has been advertising manage of the John Schroeder Lumber Company and the Milwaukee Die Casting Company.

Company.

Neal T. Hall, formerly in the production department of Hannab-Craw-ford, Inc., has been made production manager.

Minneapolis Sales Managers Elect Officers

The Minneapolis Association of Sales Managers held its fourth annual meeting on October 7. The new officers for the following year are: President, John Britt, Burroughs Adding Machine Co.; vice-president, Paul J. Koughan, Kardex-Rand Sales Corporation; secretary, C. A. Reynolds, H. D. Lee Company, and treasurer, Walter C. Meyers, Walter C.

M. S. MacCollum with Maish Agency

M. S. MacCollum, recently with Brooke, Smith & French, Inc., Detroit, has joined The Jay H. Maish Company, Marion, Ohio, advertising agency, as production manager. He has also been with The Curtis Publishing Company.

To Represent "Automotive Daily News"

George H. Hanauer has been appointed Eastern representative of the Automotive Daily News, New York. He was formerly with Jobber Topics, Motor Maintenance and Better Busses.

J. R. Strong Joins J. R. Hamilton Agency

J. R. Strong, formerly with Lord & Thomas and Logan, Chicago, has joined the staff of the J. R. Hamilton Advertising Agency, of that city.

Morgan, Hastings & Company, Philadelphia, manufacturer of filling golds, has appointed the Fred'k A. Spolare Company, New York, advertising, in direct its advertising account. Dental trade journals and direct mail will be used.

Advanced by Dallas Agency

H. D. Phillips, space buyer of the Southwestern Advertising Company, Dallas, Tex., has been made director of research. He is succeeded as space buyer by Harold Hendrick.

WHAT CAUSED
DEMPSEY'S
DOWNFALL

The bewildering story of a great champion's decline—

"Why Dempsey Lost the Title."

NOVEMBER

MAGAZINE NOW ON SALE!

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Advertisers and
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The
CONDÉ NAST
GROUP

HE Condé Nast Publications. Vanity Fair, Vogue, and House & Garden, make the unqualified claim that their readers may always be identified as members of the most influential group of buyers in any community.

Repeatedly we have invited responsible advertisers, or their agencies, to substantiate this fact for themselves.

At any time that suits your convenience, we will gladly bring to your offices, copies of our complete circulation stencils for any town you may name. Better, we will welcome your checking of our original galleys for any, or all, of our publications, at our headquarters.

THE CONDÉ NAST GROUP

19 West 44th Street

New York City

Vanity Fair Vogue

House & Garden

All members of the Audit Bureau of Circulations

In Alabama-

Birmingham—The Pittsburg of the South
The Birmingham News—The South's Greatest Newspaper

The South is no longer the unexploited, ultraconservative plantation land of a few decades ago. The people have witnessed a wonderful expansion—it has grown by leaps and bounds. It is a *new* South and Alabama is the hub of its activities.

In the Birmingham district alone, industrial development now under way is estimated at \$19,000,000. The bank clearings for the first nine months of this year were almost a billion dollars. Post Office receipts for September 1926 were \$134,525—an increase of \$9,000 over the same month of last year. These figures are a definite indication of the substantial progressiveness in the South—their influence brings added impetus to all plans for a greater, more prosperous Alabama.

In Birmingham—one newspaper maintains the standard in the field of journalism, sets the unapproached record for circulation and is the only necessary and thoroughly adequate newspaper advertising medium.

That newspaper is—

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER
NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York

Chicago Boston J. C. HARRIS, JR., Atlanta Philadelphia

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Should Senior Salesmen Be Trained?

III-Two Other Methods of Handling the Training

By R. C. Hay

General Sales Manager, Rice & Hutchins, Inc.

IT will be recalled that two ways of training senior salesmen were outlined in a previous article in this series. These were (1) training "on the job" and (2) training by branch or divisional executives.

The third method for handling the training is to be found in the use of organized meetings at sales

headquarters.

The minute it is suggested to a sales manager that he call some of his salesmen in from the field to sales headquarters and conduct a one or two-week meeting for these salesmen, he will find a number of strong reasons for not accepting this suggestion. Either the expense is considered to be prohibitive, or the time taken from the territory is too valuable to be used in this way, or the work can be carried on to better effect in branch meetings. These objections are easily answered.

Recently, a well-known company held a meeting of sixty of its best salesmen at sales headquarters. Obviously, the expense involved was very considerable, and yet the executives, in considering the results of this experiment, felt certain that the time and money necessary to the holding of the meeting would be repaid many times over in the increased results which would be secured directly by the salesmen who attended. Furthermore, each of these men, on returning to his branch and territory, became a constructive influence for the betterment of selling results in his branch and became, at the same time, a propaganda center in securing acceptance of modern selling and merchanding ideas.

In considering the objection that

a meeting held at sales headquarters uses up too much of the salesman's time, it is well to remember that if the sales effectiveness of individual salesmen is increased as a result of this meeting, then the time involved is well spent. By holding the meetings at slack seasons of the year, when salesmen are least busy, it is easily possible to overcome the time objection.

A by-product of meetings of salesmen held at sales headquarters is a contact with new personalities and new ideas which benefits every salesman attending the meeting and gives him inspiration and ideas which could not come from meetings confined entirely to his branch, where each salesman is well acquainted with the other salesmen in that branch of the company. Giving the opportunity to salesmen from all parts of the country covered by a given company's business to associate with salesmen in other territories is productive of a great deal of good, and especially increases the esprit de corps of the sales organization. Contact with new ideas and new personalities develops the individual salesman.

In bringing men together at sales meetings at headquarters there should, of course, be a definite plan, worked out well in advance of the meeting, and every individual who is to take part in the program should be ready with his material well in advance of the meeting. One practical point which should be taken account of in organizing headquarters sales meetings is to bring into those meetings salesmen whose problems are similar in nature. In other words, if a company has one group of salesmen who operate exclusively in large cities, these large-city sales-men should be called together in a meeting by themselves. Their

Articles in this series have appeared in PRINTERS INK of Sept. 2 and Oct. 7. This is the final instalment.

problem is different from the problem of the salesman handling a widespread territory made up of a number of towns and cities. This latter group of salesmen, sometimes called country or territory salesmen, should be called together as a unit and their meeting should not be attended by salesmen handling trade only in large cities.

The subjects covered in head-quarters sales training meetings can be divided into three main

divisions:

First: Product Second: Technical Third: Selling

In organizing the program for a meeting, these three main divisions should be followed, and the lecture material and plan of the meeting should follow in this order. The start of the program for a headquarters sales meeting would include material relating both to product and to technical phases of the manufacture, use and installation of the product, if such phases exist.

When it comes to the selling material, it has been found more effective to confine this material to the latter portion of the period devoted to the meeting, because in this way the salesmen are sent out of headquarters thoroughly imbued with the idea that they are salesmen and not technicians or factory experts. In other words, they go out with the selling viewpoint.

In conducting meetings at headquarters, it is most desirable to have the individual responsible for the organization and conduct of the meeting act as chairman at all The chairman of the sessions. should be competent to direct the discussion and to interpret the material given in the meeting in terms of the fundamentals involved, and to lead discussions which will be of constructive benefit to those attending the meeting. A good chairman for these headquarters sales meetings is essential to their success.

While executives in the sales department will ordinarily present a major portion of the material which might be given to salesmen at headquarters training classes, nevertheless no such meeting should be organized which does not bring in several salesmen as speakers with subjects assigned and manuscripts prepared on these subjects beforehand and approved by the sales department. This use of salesmen as a part of the program is most valuable and contributes greatly to the interest and profit coming from these meetings.

The principal lectures or talk given at headquarters meetings should be put in print some time prior to the meeting. These copies of the lectures can be set up on the page in such a manner as to leave 2½ to 3 inches' margin on the right-hand side of the page for notes which the salesmen attending the meeting may make on their copy of the lecture directly opposite the paragraph on which they wish to comment. These copies of the lecture may be taken from the meeting by the salesmen and form a permanent record of the fundamental material and facts presented during the sessions.

Getting senior salesmen together in headquarters sales meetings is not only productive of great good to the individuals attending the meeting, but such classes have a tremendous value as a laboratory for producing new ideas and new selling methods and plans. interchange of opinion with a planned program to properly arouse discussion brings out thoughts and suggestions which, in a great many cases, are of considerable dollar-and-cents value to

the business.

In a meeting of senior salesmen held recently, the discussion provoked by material presented before the meeting produced no less than three major selling ideas which served to increase the sale of certain lines of products and also served to form the basis for a modification of company selling nolicies relating to these products. The material so developed arose directly from the interplay and exchange of ideas under a properly led discussion in an organized headquarters meeting.

One point which is a matter of technique but is of interest in con-

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Many national advertisers who sell to the home have already learned that unusual results are the usual thing from BETTER HOMES and GARDENS.

Their letters tell us so. Their orders prove it.

Analysis will show you that these unusual results grow out of an unusual editorial appeal. For nearly 850,000 families read BETTER HOMES and GARDENS with one central purpose—to find suggestions that will help make home life still more enjoyable.

They are always in the market for ideas and products that contribute to a better home, inside or out.

BETTER HOMES and GARDENS

E. T. MEREDITH PUBLISHER DES MOINES

nection with the holding of sales headquarters training classes is the selection by the speaker of an individual in the audience who seems to be most opposed, or least interested, in the ideas being pre-sented. If the speaker will take this least interested or most antagindividual and talk to onistic him, keeping his remarks on the ground, tempering his extravagant statements, so that they will carry weight and express his ideas and thoughts in simple and forceful language, he will find that his talk will go over with the entire group to a much greater degree than would be the case if the speaker simply talked to the group, as a group. The writer, in addressing sales meetings at various times, has found this plan to work out exceedingly well and has found that the selection of a salesman who seems to be antagonistic or uninterested in the subject in hand serves to add force, interest and direction to the talk.

TRAINING IN PERSONAL CONFERENCES

Not all sales managers realize that it is possible to develop and improve the selling results of salesmen if the manager and his asso-ciates have private conferences regularly with these salesmen and undertake during these conferences to get at the difficulties of the salesmen and to suggest solutions for those difficulties. While it would not seem necessary, yet actual experience shows that not all executives appreciate the importance of interviewing their salesmen in private, where no third person is present, and where it is possible to have a heart-to-heart discussion without in any way embarrassing the salesman.

In such discussions, the principal aim of the manager should be to get at first-hand the salesman's impression of conditions in his territory, of results that the salesman is securing in the application of the selling fundamentals to his job, and lastly and of great importance, getting the salesman's suggestions and ideas for the improvement of business in his

territory and in the company. In considering the material necessary to the conduct of training work for senior salesmen, it is sufficient to suggest that fundamentals developed for use in the training of new salesmen likewise apply, with slight differences, to the training of senior salesmen. A fundamental is a fundamental whether you are talking to a new salesman or to an older salesman. The written lectures, sales manuals, and other materials necessary to serve as a permanent record of sales-training meetings must be developed before any meeting is held. Once this material is developed, it will, if kept up to date, serve for a considerable period of time, and the expense of preparing this material when pro-rated over the number of times it is used becomes very small.

I have suggested some of the methods by which the training of senior salesmen may be conducted. It is perfectly obvious, however, that unless the sales executive appreciates and accepts the fundamental fact that he has a definite obligation to the seniors in his sales organization to give them the full benefits of training for greater results, the training cannot succeed.

Every sales manager has a gold mine of opportunity in his own organization for the increase of effectiveness of that organization if proper training is made possible for each individual selling for that company. Any training program must be based upon the fundamentals underlying the business, and these fundamentals, if properly presented to a senior sales organization and applied by that organization to its business, can become powerful levers for lifting the business to a higher plane of volume and profit results.

Colonial Candle Company Appoints Kenyon

The Colonial Candle Company, Hyannia, Mass., manufacturer of Colonial hand-made candles and gift shop neelties, has placed its advertising account with The Kenyon Company, Boston alvertising agency. Magazines and tradepublications are being used.

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A Compact Market Easily Covered

Washington (D. C.) occupies a unique position and offers most attractive marketing possibilities. It is the hub of a community of more than three-quarters of a million prosperous people—with emphasis on the prosperous—for those elements in most communities which are dependencies are conspicuously lacking here. So that your promotion appeal is practically 100 per cent responsive within the 25-mile radius constituting an area which looks to, and depends upon, Washington for its market.

There is no publicity problem here—for with ONE paper—THE STAR, Evening and Sunday—you will completely cover the entire field—and with a carrier system which goes into the most remote section every day with the same directness that the city's homes are served.

Any specific information desired about Washington will be promptly furnished by our Statistical Department.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE Dan A. Carroll 110 E. 42nd Street CHICAGO OFFICE J. E. Latz Tower Building



MRS. HONORE WILLSIE MORROW

A WRITER and a mother—whose feature article in Cosmopolitan for November is one of the most outstanding contributions of the time on the much discussed subject of the status of our youth.

What's Wrong With the Youth of Today?

Is it true that the chief fault lies in the "complete and inexcusable inadequacy of parents?" Probably no single article in any American magazine for years has involved such an expenditure of money, time and imagination.

Read this thought-compelling article in November Cosmopolitan—

"You and I Have Failed"

It will give you a better understanding of the grip which Cosmopolitan has on its readers. And why so many families pay 35 cents for the privilege of reading it each month. And why the advertising pages of Cosmopolitan prove so effective for a large group of successful advertisers.

bnaii

Include The Dairy Farmer In Your Farm Paper List

Here's what it gives the advertiser—

1. A circulation of more than 250,000 in homes of plus buyers—dairymen have "salaried" incomes throughout the year.

2. The largest circulation of any publication in the most important branch of agriculture—Dairying.

The lowest milline and page per thousand rate among the class farm papers.

4. The "quality" circulation of The Dairy Farmer supports the general farm paper coverage—it insures the results of any campaign to the farm market.

 In dairy communities which are more prosperous, and where sales prospects are best, The Dairy Farmer gives concentrated advertising support.

The Dairy Farmer will give added insurance to your next farm paper campaign. For additional facts, write

Dairy Farmer

E. T. Meredith, Publisher, Des Moines, Iowa

I Remember When-

Some Bits of Personal History and Philosophy by Men Who Have Helped Blaze Trails in Advertising and Publishing

By Roy Dickinson

I T has been a usual experience in the onrush of history, be it business history, political or economic, that as men look back on any period its fashions seem amusing, its achievements unusual, many of its men giants in what they at-

4, 1926

tempted and accomplished.

For men who have fared on and achieved much in their chosen business, the silhouette of error sometimes looms sharp upon the horizon of the past. Yet the steps forward through trial, error and try again were unmistakably connected with the influence exerted by the men who blazed trails. Their steps may have been halting at times but they always went ahead, clearing out the under-brush, cutting through the entanglements.

All things change in every industry-customs, ideals, methods and men. In the business of advertising, these changes have been so rapid and so startling that many men who came into the business after its founders had done the hard work of clearing away the early entanglements which surrounded it, are not familiar with the history of those early days of

the industry.

There have been great changes but some things have remained constant. The things that remain as true now as they did fifty and more years ago are sound common sense, a fine philosophy toward life, and a sence of humor which knows no defeat. Men in important positions in publishing and advertising today who glance backward over the milestones of their careers, almost always re-member the influence upon their lives of some individual or some homely bit of philosophy which influenced their whole future.

Random thoughts of such a character are inspired by a reading of some of the hundreds of letters which have been written by men who have just read in its new edition, George P. Rowell's sparkling memoirs of old days in advertising and publishing, called by him "Forty Years an Advertising "Forty Agent." To men new in advertising, Mr. Rowell's vivid memoirs furnish a background and a valuable history. Even youngsters walking in the woods in early spring enjoy kicking up last autumn's leaves and many a young man has gathered a real kick from the breezy incidents in this unusual book.

One such, who shall be nameless, shamelessly confesses that he lifted a copy from the desk of his chief, buried his nose in it night after night and finding no convenient time thus far for returning it, still keeps it in fear and trepidation, waiting for an opportunity to get

Another, asking that his name be not mentioned, has adapted an idea used more than thirty years ago and recounted in Rowell's book, and is on the point of putting it into execution at a hand-

some profit.

Shaw, publisher System, and his executive editor, realize the value of the past of business history as a guide to the present. Mr. Shaw says, "We have a copy of the old edition in our offices and the executive editor of System tells me that he regularly hands it to the new men who join our editorial staff. To my mind this is one of the most interesting and inspiring books that has ever been written."

Jerome B. Chase, of the Moss-Chase Company, has the same idea: "I can recall that my first reading of PRINTERS' INK while with the Western Electric Company in Chicago in 1904 was made more interesting by Mr. Rowell's story which, I believe, was then

running serially.

"I look forward to re-reading the book and I am passing it on

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to some of the youngsters in our organization."

L. E. McGivena of "sell it to Sweeney" fame, a mere beginner of ten years, says, "I have just finished ten years of occupation and preoccupation with this business of advertising." To him and hundreds of others of the modern generation Rowell's book is what he calls a means for helping "to establish a past for a business that to most of us presents only a very anxious present and a very complicated future."

To hundreds of other men who have served in this anxious and complicated business for many years, the republication of this unusual book has served as a reminder of incidents long past which have always remained in

their memory.

John H. Hawley, of the advertising agency bearing his name, says "being somewhat of a veteran myself, I have a clear picture of Mr. Rowell as he looked in the old days at 10 Spruce Street. I remember Ringer and Kennedy. And I remember an interview with Mr. Rowell that I didn't enjoy a hit

"My then boss, Edward Payson Call, publisher of the New York Evening Post, sent me over to ask Mr. Rowell to do something. I've forgotten what now. But I know Mr. Rowell didn't do it. As you know, Mr. Rowell had mighty strong likes and equally strong dislikes. I found out later he couldn't see Mr. Call with a spy-glass and once referred to him as 'the changing' or 'roving Mr. Call.'

"My first instructions and advice about the construction of copy came from the PRINTERS' INK of those early days. One piece by Jones, I think, then acting as Schoolmaster, still sticks. He was criticizing an advertisement of some ready-made shirt. Said it didn't tell anything about the shirt. Then followed something like this: 'Why doesn't the manufacturer tell me that the neck-band will fit and won't scratch, and that the collar buttonholes won't ravel? And if he really makes such a shirt, why doesn't he tell me that the sleeves are the right length for

a human being, not long enough for a gorilla?'

"At the moment I was reading the criticism I had on a ready-made shirt that was none too commode around the neck, and each sleeve needed a reef of about three inches."

The latest article on copy couldn't suggest a much better method of writing about a shirt

for men than that.

Many a young man thinking of making the advertising business his life work wonders how and when some of the successful men of the present started. One agent started as a freight clerk, hunting lost shipments. The step from that to hunting new selling points for an old product soon followed. The country newspaper office developed many an advertising agent and na-

tional advertiser.

Charles C. Green, president of the New York Advertising Club is reminded by Mr. Rowell's book that more than twenty-four years ago he was working in a little print shop of a weekly newspaper in Kent, Ohio. At the same time the late John Davey, famous advertiser and founder of the greatnew business which bears his name, was working in the same office. He taught Charles Green the type case and introduced him to Printes' Ink, most of which was written in those days by George P. Rowell.

O. A. Sharpless, general manager of the W. R. C. Smith Publishing Company, is reminded of the time thirty years ago when he was a printers' clerk in a country newspaper office in Eastern Pensylvania and read the articles and editorials Mr. Rowell was writing

in PRINTERS' INK.

Senator Arthur Capper refers to the fact that Mr. Rowell's book has lived because it is a "skilful blending of common sense, sound business principles, humor and interesting narration." That seems like a pretty good recipe for a copy writer, a teacher, or a man in any line who wants to leave his mark.

Marco Morrow, assistant publisher of the Capper publications, discovered PRINTERS' INK in 1890, and tells how it turned him from

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the editorial office to the advertising department.

Every man who has had the benefit of working with a real philosopher or merely coming in contact with him will appreciate a few lines which S. Keith Evans uses.

Well does the writer remember certain remarks which Uncle Henry Wilson was wont to drop in his general direction when some early contribution for "Little Cos" was too long, or too dull or too something. I agree with Keith Evans that it takes years to appreciate such things. He says:

"I knew Mr. Rowell very well, beginning around the year 1897 when I used to call on him occasionally as a representative of the old New York Evening Post. He nettled me a number of times by his caustic remarks and sage advice, which I had the pleasant opportunity of thanking him for later on when I got old enough to appreciate it."

W. C. W. Durand, now advertising director of Physical Culture, had the privilege of working under two of the best known philosophers in the business of advertising, George P. Rowell and Uncle Henry Wilson. The writer remembers well the days when Uncle Henry would look at Bill over his glasses and give him one of those selling ideas based upon some personal experience for which Wilson was famous. Mr. Durand's previous experience with Mr. Rowell would seem to make him doubly fortunate in his choice of teachers in his early years.

The first advertising job I ever had," he relates, "was with the Rowell organization for which I started to work on January 7, 1901. I remember this date very definitely as it was the commencement of a business career that has not been very profitable nor successful but has been intensely interesting and continues to be so. In those old days of 10 Spruce Street, my job was to make the American Newspaper Directory-that is, go after every publication listed therein, see that the listing was correct or make such alterations as were necessary. You may remember that the directory was published quarterly then and I did this work on the four issues of 1901. I cannot conceive of any job that would give a starter in the advertising business a more comprehensive knowledge of the publications of the country than compiling that directory.

"My desk then was right in front of Mr. Rowell's office and I had the privilege of being in a position where I could not help overhearing much of his conversation. He used to walk around with his hat on and rarely sat down. When he started to put an idea across with somebody—either to sell him a service or win a point, the sparkle and humor and convincingness of his language was delightful."

Wilbur Nesbit read Mr. Rowell's writings when a little boy and followed his common-sense advice. Paul Block discovered unusual powers in the book. He says, "I recall reading this book once while ill with the grippe, and it was so interesting and Mr. Rowell's humor so great, that it cheered me up and helped me get well quickly."

Joseph A. Richards looks back to a definite incident in his acquaintance with Mr. Rowell and registers a polite protest thus: "I have, hanging in my room, a quaint cut of an old photograph of George P. Rowell and James H. Bates in a buggy together up in Vermont, apparently having a very fine time. Mr. Rowell gave me this picture and autographed if for me. But hold on, what do I see on page 187 of this reprint but the very picture itself?

the very picture itself?

"And now, let me find one bit of fault, which I wrote about to someone in your shop quite a while ago, if I am not mistaken—with reference to the list of advertising agents found on page 448. Why my father's name or mine was not in that list I cannot understand, for at the time this list was compiled we were doing a far larger business than many agents that Mr. Rowell listed and I rather feel that it is a bit of reflection on our fifty-two-year old agency that we were not included. But what's the use of crying over that spilt milk?"

Mr. Richards is undoubtedly

Oct. I

correct in his statement, for the list to which he refers was dated as recently as 1904 and Mr. Rowell says in presenting his list of fifty-one names of advertising agents: "I am not prepared to assert that it does not contain names of much less importance than others that

are omitted." Mr. Richards in recalling days in the agency business long ago, told the writer that he remembered as an office boy in his father's advertising agency going to the offices of Colgate & Company then on John Street in New York. At Bowles Colgate, that time 2 nephew of the founder, was in general charge. The company was at that time using little "readers" at the bottom of columns in daily newspapers to feature its Cashmere Bouquet Soap, and one of Mr. Richards' earliest remembrances of his long advertising career was his delivery to Mr. Colgate for his correction and

Among many other accounts which his father's agency handled in those early days was the advertising of Tiffany & Company, still placed by the Joseph A. Richards company.

okay, these advertisements for a

product which is still being adver-

tised by the Colgate company.

Wm. H. Johns, president of the George Batten Company wrote book advertisements as the first step on his ladder of advertising eminence. He says, "In 1887 I came out of college and started writing announcements of books (they were called advertisements) for the Funk & Wagnalls Com-pany. Mr. Batten at that time was advertising manager of the Funk & Wagnall's publications of that day which were The Voice and The Homiletic Review. After a year with Funk & Wagnalls I was employed personally by Mr. Batten as a solicitor under him. A year with him and I left to try my luck in other fields, but in 1892 I again joined him in the advertising agency which he had formed a year before, having severed his relations with Funk & Wagnalls in 1891."

Wallace C. Richardson, general manager of Standard Farm Papers, Inc., remembers the birth of PRINTERS' INK. He says, "I can remember very well when PRINTERS' INK was first published. I had just come into the business with the J. H. Bates Agency in March, 1888.

"I am the fortunate possessor of one of the first copies of Mr. Rowell's book which came off the press and value it very highly."

press and value it very highly."

Allen H. Wood of Wood, Putnam & Wood was once connected with the Pettingill Company, and before that with the old Stephen R. Niles Agency. His service in advertising dates from thirty-five years ago.

Ray D. Lillibridge of the Lillibridge agency remembers when 10 Spruce Street was the fountainhead of great developments in the then toddling business of advertising. He relates: "I started working for Charles Austin Bates in 1895 and about the first service required of me was an errand to 10 Spruce Street with some copy or cuts or the like.

"At that time, Mr. Bates conducted a Department of Criticism in PRINTERS' INK. Bert Moses. Mr. Bates' copy writer who I think was a graduate of your institution, frequently made complimentary references to Mr. Rowell's work and policies.

"Subsequently, I was employed by Lyman D. Morse at which place my principal work was editing a small newspaper directory called The Handy Guide. Here, naturally, I came to have a full appreciation of Rowell's American Newspaper Directory."

H. F. Gunnison, president of the Brooklyn Daily Eagle, used to buy supplies from Mr. Rowell back in the days when Mr. Gunnison was an amateur printer in St. Lawrence County.

"PRINTERS' INK" DETERMINES AN-OTHER CAREER

George H. Griffiths, general manager of Hardware Age, started in the publishing business in 1893, as an office boy on a Chicago newspaper. "I used to read Mr. Rowell's articles," he says, "with great pleasure and interest—and I still remember after

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or onsm es, ... Past masters at advertising typography, Bundscho also knows how to turn out booklets that will coax dollars right out of the prospect's pocket.



J. M. BUNDSCHO, Inc.
Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU

"Fire'em all, and



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kin Go Co ev Ro

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Hire 5000.more!"

HARSH figure, that of the legendary Czar of business of a generation ago,—nor a wholly false one.

In that generation, men did conduct their business according to their likes, largely without let or hindrance. The fittest to survive was he who, wilful and masterful, dominated the destinies of his undertakings.

Tian and often tyrant, his course of action was governed by no forces save his own policies.

Today a different figure rules over business.

The circle of the world has closed in upon every business man. From every one of its 360 degrees, there is aimed at each business man a direct shaft. Call them trends or factors or data, they are forces that cannot be dodged or turned back. They must be met, caught, known and used.

Consciousness of these new forces making up. The New Control of business governs the conduct of business by every alert and successful business man.

Reporter of facts, interpreter of trends, glass for reading the significance of all; instrument of The New Control in business is—



MERLE THORPE, Editor

Published Monthly at Washington by the Chamber of Commerce of the U.S.

Rupert H

WWARE

all these years the peculiar cut . which made Ripans Tabules famous. The fact that my and ambitions were thoughts definitely fixed on this line of work as a life career is largely due to persistent consistent and reading of PRINTERS' INK in those early formative years."

Charles S. Baur of Iron Age appears entirely too young to remember the days when Mr. Rowell's articles first appeared in PRINTERS' INK, but he does. He says, "for even then I was a sub-scriber to your multication."

says, "for even then I was a subscriber to your publication."
Harry T. Watts, business manager of the Des Moines Register and The Evening Tribine, remembers how a country printer gave him a "couple of copies of Printers' Ink when I was ten or eleven years old. Shortly afterward my name went on the subscription list and has never been off since."
Walter C. McMillan of Welter

Walter C. McMillan of Walter C. McMillan, Inc., remembers an incident in his early career which had an interesting sequel. He was a boy at the time earning the then respectable sum of \$15 a week. He paid \$5 down and gave three notes for \$5 each, dated a month apart, to buy a complete bound set of PRINTERS' INK from Volume 1

up to 1901.

After studiously reading these volumes, one year later he sold the set to an unknown buyer through a blind advertisement in Mahin's Magasine. He secured not only the information and knowledge he wanted but made a handsome profit besides, receiving \$75 from his unknown buyer. He tells the sequel to this early business as follows:

"Two years later, in 1904, coming to New York as a young solicitor for The Butterick Publishing Company, I found my old set of PRINTERS' INK in the office of Thomas Balmer, who it then developed, had been the real purchaser back of the blind advertisement in Mahin's Magazine.

"Some eight or nine years later, when I succeeded, in effect, to the position held by Mr. Balmer in the Butterick organization, these volumes constituted a part of my commercial library for the ten years when I was associated with the Butterick company.

"A year or so ago—some four years after I had resigned from The Butterick Company—George Wilder and Stanley Latshaw, knowing this story, presented me with the complete file up to date—again putting me in possession of the volumes which I had purchased twenty-five years before.

Scores of other letters give additional evidence of the good results of fact writing, mixed with philosophy and good humor in starting men in the business of advertising and publishing. A careful reading of them again proves that the young man who wants to get into the advertising business should take to heart the advice of the old prize fighter and hit from where his hand is.

It makes no difference, apparently, if he is buying stationery or wrapping up cuts, serving humbly as an office boy, or clerking in a retail store. If he looks about him he will find the opportunity be wants. If he reads what other men have done as reported in fact peblications he will have the background from which to ster cut

ground from which to step out.
C. C. Casey, president of WorkOrganizer Specialties Company,
writes of his boy, fourteen years
old, starting high school this fall.
He suggested a year ago fiftee
minutes a day for study of one
article each week in Printers'
INK. The boy kept up his
father's plan consistently and, says
Mr. Casey, "he has already learned
enough to be able to talk business
with me more connectedly than
most of my business friends."

A study of the proved experiences of other men to get the background, a reading of the "help wanted" advertisements to get the chance, and any young man can get from where he is now into some branch of publishing or advertising. Then if he is a good sticker, a buck grabber instead of a passer, with ideas to pass on instead of complaints, he, too, sometime in the future will be able to write from the executive office, "I remember when—"

AMERICAN LEGION Monthly

ANew Serial by Arthur Somers Roche Inpert Highes - Grantland Rice - Fiederick Palmer WKAtterbury - William Allen White - Dwight EDavis

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Four Months of Constant Improvement A Magazine for All Americans

AThe 25 Cents August 1928
MERICAN
EGION Monthly



Frederic Arnold Kummer - Hugh Wiley - J.G.Harbord Albert Payson Terhune - Meredith Nicholson Arthur Somers Roche-Gene Tunney-Percy Grainger



Beginning a fur flor story by Peter B. Kyras Wiley Wiley Robert Esternood Cornells Resident R

When The American Legion Monthly was launched, some advertisers were skeptical as to the ability to maintain the exceptionally high quality of content. Examine these lists of illustrious contributors for the first four issues and draw your own conclusions.

Some of the illustrious contributors for

JULY 1926

ARTHUR SOMERS ROCHE
RUPERT HUGHES
GRANTLAND RICE
FREDERICK PALMER
W. W. ATTERBURY
WILLIAM ALLEN WHITE
DWIGHT F. DAVIS
LARRY EVANS
CLARA INGRAM JUDSON
C. LE ROY BALDRIDGE
WALLGREN
GEORGE S. BROOKS
DONALD TEAGUE
JOHN RICHARD FLANAGAN

GRATTAN CONDON

JAMES MONTGOMERY FLAGG

KENNETH CAMP

Some of the illustrious contributors for

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AUGUST 1926

FREDERIC ARNOLD KUMMER
HUGH WILEY
J. G. HARBORD

ALBERT PAYSON TERHUNE
MEREDITH NICHOLSON
GENE TUNNEY

PERCY GRAINGER
ARTHUR SOMERS ROCHE

MARQUIS JAMES
FAIRFAX DOWNEY

WALLGREN
GORDON ROSS

GUSTAF TENGGREN
HOWARD CHANDLER CHRISTY

WILLIAM HEASLIP
R. F. SCHABELITZ
C. C. BEALL

A Magaz Ame

Some of the illustrious contributors for

SEPTEMBER 1926

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PETER B. KYNE ROBERT E. SHERWOOD ORVILLE WRIGHT HUGH WILEY CLARA INGRAM JUDSON CHARLOTTE BOYLE CLUNE Zo ELLIOTT ARTHUR SOMERS ROCHE DAVID SARNOFF JOE D. THOMISON EDWARD BUTLER WALLGREN C. LE ROY BALDRIDGE ALEXANDER GARDINER PRUETT CARTER WALLACE MORGAN

KENNETH CAMP

Nor only has the editorial and illustrative quality of The American Legion Monthly been maintained from month to month, but there has been improvement in typography and color-printing. At the same time there has also been a marked increase in circulation.

Some of the illustrious contributors for

OCTOBER 1926

WILL IRWIN
MERLE THORPE
RITA WEIMAN
MAJOR HENRY W. DALY
C. E. SCOGGINS
HERBERT RAVENEL SASS

PETER B. KYNE

CHARLES LIVINGSTON BUIL

DEVERBEIX MILBURN

WOODWARD BOYD
HOWARD CHANDLER CHRISTY

FREDERICK PALMER

ARTHUR SOMERS ROCHE
C. LE ROY BALDRIDGE

GRATTAN CONDON

WALLACE MORGAN

W. EMERTON HEITLAND

CAN N Monthly Americans



A COMPARISON of the June, 1926, Publishers' Statements for the leading general magazines of America show that only four such magazines can compete with The American Legion Monthly on the basis of the inherent economy of rates in proportion to circulation.

Of these four, the ONLY magazine which has a lower page rate per thousand has a HIGHER maximil rate.

All other magazines which have either a lower maximil or minimil rate have a HIGHER rate per page per thousand.

Here are the rates at which advertisers were buying circulation in the Legion Publication during the first six months of 1926:

Rate-Per	Line	\$3.00
Rate Per	Page	1,287.00
Page Per	Thousand.	1.98
Maximil-	Minimil	4.61

In considering the sheer ecosomy of these rates, remember also that they have not been advanced, at though the inherent merit of the new American Legion Monthly and the growing membership of the Legion, itself, are sending the constation upward

—and that the interest which the Legionnaire takes in his own mazzine exceeds that of the ordinary reader of ordinary publications.

A Legionnaire is a man of PROVED LOYALTY. Advertising result-sheets show that he is unusually loyal to his own magazine.

All of which emphasizes the inportance of this publication's low cost per advertising unit, which is further enhanced because, for the most part, the readers whose attetion you buy at so nominal a cost are YOUNG families of growing buying power.



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Moving Day as a Merchandising Opportunity

Some Ideas Which Many Manufacturers Would Do Well to Pass on to Their Retailers

By H. M. Shaw

RECENTLY we moved from a town in which we knew widely and were known, to a place where even our business associates were comparative strangers. It was a city of almost 75,000. We had no one to tell us the name of the best milkman, a good place to buy meat and groceries, a place where we could get pants pressed properly, a good garage where we could keep our car and have it serviced, a friendly bank that wouldn't turn up a cool nose at our usually rather skinny check-ing account—in short, where we could secure the familiar, everyday necessities.

We camped out, apathetically, in our barren apartment the first night, too weary to search out a delicatessen where we could pro-cure milk for breakfast. The next morning, after we had routed out the toaster and the percolator from the box where they had been hob-nobbing with everything from carpet tacks to the baby's booties, I started out the back door to see if I could locate a cow or a grocery which might provide us with cream and milk. On the door sill, I almost

stumbled over two bottles, one a pint of milk, the other a squatty little half-pint of cream. I glanced hastily around, fearing that someone had made a mistake. and hoping that no one would appear to rectify it before I could whisk the manna-from-heaven inside and close the door. Then I noticed a tag wired around the neck of the squatty cream bottle. On it was printed:

Good morning!

Often the first breakfast in a new neighborhood is a cheerless affair because there was no time to secure cream the night before. Will you accept these bottles with our compliments, and the hope that you will enjoy your new home? Our driver serves many customers in this neighborhood each morning, and would appreciate the opportunity of serving you. Your milk will be delivered before six o'clock, so that it will be ready, fresh and cold, when you need it for breakfast.

The driver has taken the liberty of leaving a daily order card for your convenience. If you wish to make other arrangements, you are under no obligations to us whatsoever.

Sincerely,

Sincerely,

THE PURE DAIRY COMPANY.

Fastened with a thumb-tack to the side of the door frame was a daily order card, good for one month, and a little pencil hanging on a string. Pure gratitude overflowed us in waves. Only the precaution of testing the milk to see if it was really satisfactory kept us from marking that card up for a month. The milk was good, the card was marked daily, and the thoughtful dairy came in for a rousing vote of thanks from the family, et al.

Just as I was leaving for the office that morning, the doorbell rang, and I waited curiously to see who could be wanting us. It was a young chap with a friendly grin, and an equally friendly Good morning. I noticed that you had just moved in yesterday, and I wondered if you'd want to open up a grocery account. Our store is only a block from here, and I'm sure you'd be pleased with it if you could see it. We'd certainly appreciate it if you'd come down some time today and look us over."

"Young man," I inquired, "is all this magic? Never have I heard of anything like this before, and I've been a merchandising man for lo! these many years."

"Well, it's like this," he grinned. "The boss had an idea that a lot of accounts might be gathered in if we just took the chance to grab them young. So our drivers watch apartment houses around

here for new families moving in. and when they report one, one of us trots around and calls first thing. Generally the newcomers don't know the neighborhood and are sort of grateful for a little tip in the right direction."

"But what about the credit

risk?" I asked.

"That's easy. These apartments lease for a year, and the manager must have checked up on you before he let you in. If he thinks you're good for a year, we're willing to risk you for a month."

At the office, I found a gentleman waiting to see me. "I'll take only a moment, as I know you must be busy getting settled in your new position," he told me. More magic! "I'm from the First National Bank, and we'd be glad to have you establish your banking connections with us if you have no other arrangements."

I had been recommended to a certain bank by an acquaintance, but this approach was so friendly that I could not help but be prejudiced in its favor. I excused myself, stepped into the cashier's office to ask him about the First National, received the assurance that it was top-notch, and returned to tell my caller that would be in some time during the day to establish my account.

"But how," I asked, "did you know about me?"

"We saw the announcement of your appointment in the business section of the News. Sometimes a person brings bank introductions to a city, but generally he picks one hit-or-miss, or lets his com-pany pick it for him. It pays to call, anyway, as it gives a man a friendly feeling toward the bank. if he ever should have need of its service."

That night, my wife had other events to report. "Two laundry drivers stopped to leave rate cards and lists and find out if we would be interested in any of their special household offers. And a dry cleaner came along in a nice electric truck and gave me his card. And the grocery store was so clean that I opened an account there right away."

To cap the climax, the next day I received a personal letter from the manager of the local agency which distributed the make of car I owned. He told me the location of the agency, mentioned their efficient repair department and invited me to bring my car in for inspection at any time. I could hardly wait to find out how he knew my name and the make of ту саг.

"Easy," he said, when I called several days later. "Since you're in the advertising business, I'll let you in on the secret. We pay 50 cents for each new name and address of owners of Blank cars that gasoline service station attendants turn in-that is, new When a new gas account is opened, the service tries to find out if the man is new in town. If he is, he's generally worth 50 cents to the service man merely for the price of a phone call. We send a letter to service stations every six months to re-mind them of the offer. You bought an account book yesterday at the Lee Street gas station, and five minutes later he phoned us your name and address. It gives us names for our list which we might never get any other way."

Wilbur Van Sant to Direct Advertising Course

Wilbur Van Sant, president of The Green & Van Sant Company, Baltimore, advertising agency, will direct a course in advertising campaigns and marketing at the Baltimore College of Commerce, conducted by the Y. M. C. A. H. K. Dugdale, of the same agency, will teach advertising fundamentals and copy writing.

Transferred by Cecil, Barreto & Cecil

Carl L. Bixby and J. H. Whitely, who have been with the Richmond, Va. staff of Cecil, Barreto & Cecil, Isc., advertising agency, have been trass-ferred to the New York office.

Radio Battery Account for Pickus-Weiss

The Stuart Products Company, Clicago, manufacturer of radio batterish has appointed Pickus-Weiss, Inc., advertising agency of that city, to direct is advertising account.

4, 1926

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Chiteries, adverect its COSMOPOLITAN
Magazine ran a
nice ad in The Free
Press recently. It
was a full page and
full of sensible sense.

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Among other things this ad retails the fact that 80% of the business of this country is done in 1.3% of the 213,000 cities, towns and villages.

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Now any big city like Detroit partakes of the same characteristics as the rest of these United States—you'll find good business spots in it, fair business spots and nogood business spots. Mr. Swift doesn't sell all of a cow to eat,

and unless you have money to chuck at the blue jays there isn't much good-sense in trying to sell all of Detroit.

g

You can pick a paper like The Free Press that comes to the oatmeal dish in 76% of the homes in the best-buying districts of Detroit and not waste a single thin dime in your appeal. And while you're at it, you can hit all of the "high spots" in such other famous Michigan cities as Flint, Jackson, Pontiac, Lansing, Bay City and Port Huron.



The Detroit Free Press

VERREE & CONKLIN, Inc. National Representatives

New Yor

Chicago San Francisco Detroit

Oct

Before You Christen That House Magazine-

WESTERN UNION TELEGRAM
CINCINNATI
Editor of PRINTERS' INK:

Editor of PRINTERS INK:

As far as you know has any house organ adopted the name of "Sparks"? If so do you see any objections to adopting the name "Sparks from Cincinnati Grinders."? Will appreciate your advice by wire.

CINCINNATI MILLING MACHINE COMPANY.

COMPANY.

THE RICHARDSON-BRIGGS COMPANY CLEVELAND

Editor of PRINTERS' INK:
Do your records show any house organ or magazine registered under the name of "The Pilot"?

THE RICHARDSON-BRIGGS COMPANY

PRINTERS' INK has a record of almost 2,500 house magazine These are listed on three by five cards, which are filed alphabetically according to the name of the publication. Each card, in addition to giving the name of the publication, gives the name and address of the concern publishing it, as well as the nature of the circulation.

The house magazine title file is divided so that the employee magazines are separated from the general house magazines. In the employee title file there are listed approximately 900 publications.

With the aid of this file, we are able to answer inquiries that come from subscribers asking for house magazine title verification. many instances we are able to inform an inquirer that a house magazine title that he contemplates using is being employed by some other organization. For example, it was possible for us to wire the Cincinnati Milling Machine Company that our records show that there are three concerns using the name "Sparks" in their house magazine title. These companies are: R. H. Macy & Company, New York, "Sparks"; Oklahoma Gas & Electric Company, Enid, Okla., "Sparks and Flashes" and The Beckwith Company, Dowagiac, Mich., "Sparks from the Round Oak Cupola."

The house magazine title "The on which information was requested by the RichardsonBriggs Company, is not registered in the PRINTERS' INK house magazine title file.

PRINTERS' INK will be glad to register for manufacturers and other business organizations the titles of their house magazines, There is no charge for this service.-[Ed. PRINTERS' INK.

F. G. Hubbard, Chairman, New York Agency Council

Francis G. Hubbard, of Barton, Durstine & Osborn, Inc., was elected chairman of the New York Council of the American Association of Advertising Agencies at a meeting of the newly-elected board of governors which was held this week. He succeeds Robert Tinsman, of the Federal Advertising Agency, Inc.

Tinsman, of the Federal Advertising Agency, Inc.
Ray Giles, of The Blackman Company, Inc., was elected vice-chairman, and H. M. Kiesewetter, of the Wales Advertising Agency, secretary-treasurer. The above officers together with the following make up the membership of the board of governors: H. W. Dickinson, George Batten Company, Inc.; Harrison Atwood, The H. K. McCann Company, Inc.; C. H. Johnson & Mann, Inc., and James Mackay, The H. E. Lesan Advertising Agency, Inc.

Death of Charles J. Kiger

Charles J. Kiger, vice-president and general sales manager of McKesson & Robbins, Inc., New York, manufacturer of Analax, Calox and other drug products, died recently at French Lick, Ind., in his fifty-third year. He became sales manager of McKesson & Robbins in 1914 and last year was elected vice-president and general sales. elected vice-president and general sales manager.

London Pipe Maker Planning Campaign

Sasieni, London, manufacturer of pipes, has placed its advertising account with Groesbeck-Hearn, Incorporated, New York advertising agency. Maga-zines and newspapers will be used.

New Member of Automobile Advertising Committee

The National Automobile Chamber of Commerce has appointed John M. Howard, advertising manager of the Federal Motor Truck Company, Detroit, a member of the advertising committee.

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New Account for Hurja-Johnson-Huwen

The Moffatt-Ross Corporation, Chicago, has appointed Hurja-Johnson-Huwen, Inc. Chicago advertising agency, to direct its advertising account. ered agal to and the ines. ser-

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The very biggest men in the country will read your advertising if you place it where they can see it.

The United States Paily

Established March 4th, 1926

Presenting the Only Daily Record of the Official Acts of the Legislative, Executive and Judicial Branches of the Government of the United States of America

DAVID LAWRENCE President

New York Office: 52 Vanderbilt Ave. **W**ashington

Chicago Office: London Guarantee Bldg. VICTOR WHITLOCK
Vice-President and

Director of Advertising
San Francisco Office:
Bulletin Building

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of
BOSTON'S
Upward
Business Trend



1, 1926

In September, as in August, the Boston Evening American exceeded in volume of display advertising the record of the corresponding month for every year since the American has been published.

In accomplishing this, the Boston American led all Boston daily newspapers in display advertising gain in September.

No doubt this increased volume was brought about by improved business conditions as well as by Boston advertisers' appreciation of the American's constantly increasing coverage in the immediate trading zone — now the largest in the history of the paper since the one cent publication.

Boston Evening American

Rodney E. Boone
9 East 40th Street
New York City

H. A. Koehler Hearst Bldg Chicago

S. B. Chittenden
5 Winthrop Sq.
Boston

Louis C. Boone Book Tower Bldg. Detroit

Standardization Lifted Our Product Out of Its Class

And Advertising by a Concern That Started as a Fur Dyer, Largely for Others, Has Enabled This Company to Direct All Its Energies to Dyeing Its Own Branded Furs

By Henry G. Schlesinger

Treasurer, Mendoza Fur Dyeing Works, Inc.

FOUR years ago, rabbit fur for women's coats and coat trimmings was practically scorned in the market. Today, under the name Mendoza Beaver, it is known all over the United States as a high-class product. Manufac-

turers, department store buyers and the consuming public have lost their prejudice against rabbit fur. From a lowly rank in the class of imitation furs, the rabbit, transformed into Mendoza Beaver, has risen to a position all its own.

In four years, it has been raised from a production of less than 100,000 skins a 4,000,000. to From a market that had little or no use for the rabbit, has been built an oversold business. The behind this reasons success аге two. First is standardiza-Second is adtion. vertising.

I should like to begin the story of standardization with a brief sketch of the rabbit fur field as it was before our company saw the opportunities for methods such as we adopted.

First let me say that the trade term for rabbit is coney, a distortion of Conejn, Dutch for rabbit. Most conies are imported into this country from Australia and New Zealand to be dressed, after which they are dyed and sent to

dealers who distribute them to cost manufacturers. (Dealer, as used in the fur industry, means the manbetween the dyer and the manufacturer—not the retailer.) Oct

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Our company has been dyeing furs for many years, for a long



ADVERTISING, IN THIS CASE, HAS MADE A BEAUTIFUL SWAN OUT OF AN UGLY DUCKLING

time specializing in coney dyeing. As fashion changed and beaver and nutria became popular, we began to dye conies into imitation beaver. We made other products, too, but we pushed conies, backed with a certain amount of the usual sort of fur trade advertising and the

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selling efforts of a number of salesmen. We had a small measure of success, but the marlet for conies was not active.

In 1922, facing such conditions, we perfected a dyeing process at a time when beaver was very popular. Real beaver, being expensive, had a limited market, so it seemed to us that, with our new dyeing methods, it would be possible to produce an imitation of beaver which would find a wide public acceptance.

At this point we faced our first big problem. In our industry, it was a generally accepted policy for a dyer to dye any and all skins, either his own or those sent him by dealers, regardless of quality. Dyers would put the same color on skins which were worth \$3.50 a dozen that they would put on 59 skins. Just as long as the price was paid, the color went on. The result was that, while some of the product would stand up, the rest would deteriorate, and the manufacturer had no assurance that the skins he received were of any particular quality. He had to be an expert to know what he was

getting.

Contrary to general practice, we decided that we would set a standard for the skins which we would dye as imitation beaver. This decision was the first important step.

The second was to find how this would go over with the trade. Accordingly, in 1922, when we first put out so-called Mendoza Beaver, we sought distribution slowly. To start, we went to two manufacturers, producers who had a reputation for their work, and explained our idea. We asked them to make garments of our product, and assured them that we would stand behind them with credit while they pushed the article.

They showed the manufactured garment to store buyers. Gradually, the combination of good fur and good workmanship brought a certain demand from these retailers. Store buyers, shopping among the various coat manufacturers, asked about Mendoza Beaver and found that only two concerns carried it.

But their asking about it aroused interest in the industry, and other manufacturers of coats looked into the possibilities of our product.

The third step, then, was to turn distribution over to four or five leading dealers in the trade, so that interested manufacturers would have our product available through regular channels.

Let me go back a short distance at this point, to touch on manufacture once more. As the acceptance of Mendoza Beaver increased, we found that we could not handle all skins as our own. Due to trade conditions and practices, it was impossible for us to control the entire coney market even had we wanted to, and our business was to dye skins for others as well as for ourselves. Actually, as dyers, we sold only adveing service. The skins, themselves, were merely merchandise

which passed through our hands. This condition brought us another problem. While we could standardize our own skins and keep them up to a certain high grade, what could we do about skins which came to us from customers for the dyeing process?

A RADICAL STEP

Here, again, we decided to go contrary to trade policy. We would keep up the standard of Mendoza Beaver even on skins not our own. This, of course, was a radical move, but it was one to which we owe our present success. It created a strong impression in the trade and it raised our product out of its previous class into one where it stood alone.

When skins came to us to be dyed beaver color, we inspected them and threw out all which did not reach standard. Those which passed inspection and which, had they been our own, would have been satisfactory for our label, we stamped "dyed by" plus our Mendoza Beaver label. Our own skins had our trade-mark stamped in each.

Thus there were two classes of Mendoza Beaver; our own, and that which was made up of skins dyed for others. Both were of

What Money Cannot

In Any Other St. Louis Newspa

Twenty Billion Dollars in purchases flow through the cash registers of The 49th State annually—to supply the needs of the 5,023,059 people concentrated in this one market.

Eleven billion dellars of this is spent in The 49th State OUTSIDE of St. Louis.

To cover this market your advertising must not only reach the big purchasing power of metropolitan St. Louis, but must also reach into the surrounding towns within a radius of 150 miles.

Only ONE St. Louis newspaper will give you this coverage: The St. Louis Globe-Democrat.

Six days a week in 198 thriving towns of more than 1,000 population, 20% or more of the families read The Globe-Democrat —3t. Louis' ONLY morning newspaper— 8t. Louis' Largest Daily.

population, 20% or more of the in read the SUNDAY Globe-Democrat Only 2 of the 198 towns have me newspapers of their own, and on the 200 towns have Sunday newspapers their own.

Seven days a week The Globe-De is the BUYING GUIDE of the pe The 49th State.

It is read daily by three times as families in The 49th State outside Louis as the first evening paper, in premacy is not even challenged.

Advertisers are cashing in on its to dous influence by concentrating the vertising in this one great metrop newspaper. 690 national advertises The Globe-Democrat EXCLUSIVE 1925. Here is SELLING POWER. Ing power increased by efficient on that no amount of money can buy other St. Louis newspaper.

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the same standard, and both were accepted in the market at par. Practically, it was our inspection, our standard, our stamp, which gave reputation to a skin. All purchasers had positive assurance of quality when they saw our trade-mark with or without the "dyed by."

The retailer could be certain of what he was buying. Previously, if he bought such furs he did not know whether he was buying summer or winter pelts, which made a great difference. Now he knew he was buying only the best. It became known in the trade that Mendoza Beaver meant a standard, branded article, and confidence was established in buyers' minds that this article not only was high class but also was guaranteed as to

We were safe in guaranteeing the dyeing and putting our stamp on the whole fur, as there is nothing much that could be done to jeopardize the Mendoza name. So long as we kept up our standard, we were not taking chances with the guarantee, for after the skins left our hands all the manufacturer could do was to cut them poorly, which was no reflection on the skins, as the retailer and the consumer could easily see. As a matter of fact, out of 2,000,000 skins dyed in 1925, we had only three complaints. One of these was due, we were certain, to acid stains made by the consumer, but as the case came to us through the store that sold the coat, the manufacturer who made it and the dealer who handled the fur, we felt it wise to pay for a new coat and thus cheaply get good-will all along the line. Another case came direct to us from the wearer of a coat which the manufacturer had turned out hurriedly and poorly. We took it up with the manufacturer, compromised and gave the skins for a new coat while he gave the labor and lining, thus satisfying everyone.

Early steps, then, were to build up confidence in a field which had not had a similar standardization before, and it was the standardization plus confidence in our company's moral responsibility which gave Mendoza Beaver its initial impetus. Last year, having got the product under way, we increased our dealers from five to thirty.

Following the increase in our distributors, we felt that a certain amount of advertising was necessary to gain the good-will of the manufacturers who handled our product and sold it to the retailers. So, in a very small way, we wen into advertising. Our first effort were local, in theater programs, cards in buses and cards in the transportation lines of the greater Metropolitan district. This was not an elaborate splurge by any means, but we did not intend it to be.

However, we found that individual stores were beginning to advertise Mendoza Beaver by name in their own newspaper space, and this, plus our own local advertising, created a considerable business for us. Where in 1924 we had dyed 1,000,000 skins, in 1925, we found that we had dyed 2,000,000 skins.

This brought us face to face with another problem. Two milion skins, we felt, was a good business. We were satisfied with that volume. We did not care particularly about getting more. But—we did want to keep at that 1925 level.

We could do one of two things Either we could (1) let things go as they were and rely on general conditions to continue our good business, or we could (2) advertise nationally and be sure of holding our volume.

ADVERTISING WAS A NECESSITY

Experience and observation had shown us that the time to use advertising is before business begins to slide downhill. Our first line of action therefore was blocked; we could not merely let things run on and be secure in the future. We must advertise in order to maintain the desired volume.

Primarily, then, we went into national advertising to hold last year's business. Secondarily, we went in to get additional business.

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How greatly we under-estimated the possibilities of national advertising may be judged by the fact that from February 1, 1926, when we began our national campaign, to September 1, 1926, instead of merely holding our last year's business we increased it 60 per cent we undoubtedly will dye 4,000,000 skins this year instead of the 2,000,000 which passed through our hands last year. On top of this, we no longer require any salesmen, for the thirty dealers who act as our distributors are handling an oversold market in what was once the lowly coney.

Our campaign is interesting, for not only do we advertise to the consumer, to the retailer and to the manufacturer, but we also advertise for the retailer, for the manufacturer and for our dealers.

Our campaign includes women's magazines, newspaper rotogravure sections, trade papers, direct mail, car cards and dealer helps, and we have based the appropriation on a proportion of the estimated sale of skins.

Previous to this year, our advertising, besides announcements in fur publications and theater programs and car and bus cards, consisted of stamped trade-mark and silk labels. Let me touch briefly on the labels before taking up the 1926 campaign in detail, for, after all, the labels were our first real advertising.

When Mendoza Beaver began to be noticed, store buyers wanted to see the name actually on the coat. The stamp on the skin being inside, the coat would have to be torn apart to show customers the trade-mark. We produced a small silk label carrying the name and "color guaranteed," which we distributed through our dealers to manufacturers to put in the finished garment, at the collar. Some stores, however, wanted

Some stores, however, wanted their own label to be the most prominent, and accordingly we put ours in the pocket of the coat. But when we began our 1926 consumer advertising, we wanted to be certain the customer would know she was getting Mendoza Beaver, so we put out a cardboard

tag, bound with metal, to be tied through a buttonhole of the coat and sealed. While not interfering with the store label, this created the confidence of the known brand. With the written color guarantee, these tags and labels established store confidence and greatly stimulated sales.

We do not advertise to our dealers, for they are comparatively few and are oversold. But we do advertise for them in a co-operative way. We supply them with imprinted cards which announce to their trade that they have received a new shipment of Mendoza Beaver, and we mail these cards for them. We also get out a directory or guide, containing the name of each of our dealers, which we send to the trade for our distributors' benefit.

HELPING THE COAT MANUFACTURERS

The manufacturer of coats and trimmings comes next in the distribution chain. He is a very important link, for much of our for 2 high-grade reputation product depends upon his operation in turning out coats of skilled workmanship. As our entire idea is to lift Mendoza Beaver above the class of imitations so that it does not compete with anything else, we do everything we can to induce the manufacturer to fill his part in making coats in keeping with our standards.

We advertise to this link through the trade papers which the manufacturer reads. But more effective than this advertising to the manufacturer is our advertising for him.

ing for him.

We go to our manufacturer, take one of his garments, picture it and write copy around it, running this as an advertisement under his own name in the trade magazines which his customers read. For example, a long one-column advertisement will have for its caption, "Mendoza Beaver, the beaver's only rival." Beneath this is sketched a woman wearing a well designed coat, and the copy which follows reads:

"Blank & Blank, 5729 West 30 Street, N. Y., created this new

When Unsaid . . is Well Said



. for American millions

Managing editors, shirt-sleeved, eyeshaded, call down speaking tubes: "Six columns more for city news!" Into the space goes sporting news, society news, police news, stock market news—"everything that's fit to print."

These editor-businessmen are getting out papers for U. S. millions—not for themselves. If they were filling dailies with what they wanted to read, they could cut copy enormously—even more than they do.*

Not for Editors

But pleasing editors is not a newspaper's business. Here is a sobstory for heart-throbbing shop girls; here is financial gossip for in conference businessmen; here is Umpty. Umps' All-American selection. No one is expected to read everything. No one would if he could.

Average big city daily publishes 250,000 words a day, making 900,000 week-day words plus 300,000 Sunday words (not counting magazine sections).

Newspaper wordiness blazes a trail straight to the newsmagazine. There is only one—TIME.** It leaves unsaid so many of the things that are better unsaid. The drivel, the piffle, that wearies so many is forgotten in the newsmagazine. The significant story remains to be told.*** But TIME is not satisfied merely with condensing, selecting. TIME reports with a style and flavor that make reading a pleasure.

What Price Intelligence?

Readers buy TIME to keep up-todate on things that are worth while. They are readers whose patronage counts—whose influence has weight. No premium ever is used to sell TIME. Subscribers pay \$5 a year—for fifty-two good weeks of the newsmagazine.

TIME

THE WEEKLY NEWSMAGAZINE
To Press Tuesday
ADVERTISING MANAGER
Robert L. Johnson, 25 W. 45th St., N. Y. City

More lines than-

TIME (circulation now over 125,000) carried more lines of advertising in the first nine months of 1926 than any general weekly, except those with more than a million circulation. And TIME advertising was 550 pages, or 26 per cent more than in the same period last year.

^{**}Epitomizes the best of newspapers, magazines, in fewer than 31,000 words each week.

^{***}Subscriber Bernard M. Baruch, New York: "The best condensation I have ever seeen."

straight-line model, developed in rich Mendoza Beaver-the beaver dyed fur which lends itself exquisitely also to long collars and smart cuff treatment."

Such advertising has been remarkably effective in gaining goodwill and in convincing the doubtful manufacturer that other manufacturers are working closely with

For the manufacturer we also send circulars to retailers, showing styles and telling the retailer which manufacturers handle our product. A guide, similar to that sent out for dealers, is mailed to retail stores to show which manufacturers they can go to. It is worth noting that in six months the number of names in this guide has doubled.

A large number of publications in the retail garment industry, the women's apparel field and the general department store carry our advertising to the retail stores. Direct mail, the bulk of which is centered on this final link in our distribution chain, the retailer, goes to a list of 17,000.

TWICE-A-MONTH MAILINGS

Mailings are made about twice a month and letters, signed by secretary Ralph Oppenheim who is in charge of sales, are aimed to reach both our retail customers and prospects. They either accompany a guide or else they point out the season's early indications of the use of Mendoza Beaver and waken an interest in the store buyer's mind. They tell about the national advertising that is backing the fur, and large folders include the names of leading stores which are advertising Mendoza Beaver by name.

Without standardization, Mendoza Beaver could not have created the position it has achieved, and without advertising our company could not have increased produc-tion 60 per cent over 1925 during the first two-thirds of 1926. might have increased it 20 per cent; but the other 40 per cent I believe is attributable to national advertising which backed our policy of standardization.

When the Salesman Is Not Paid for Time, It's His Own

Publishers Printing Company,
New York, Sept. 30, 1926.

Editor of Printers' Inc.:
Charies M. Anderson, sales direct
of the Champion Chemical Company,
Springfield, Ohio, asks, on page 42 of
your issue of September 30, why is
it he experiences such difficulty a
it he experiences such difficulty in
the champion of salesmen.
He answers the question himself, think, when he goes on to say the
his salesmen travel exclusively on a
commission basis.

commission basis.

commission basis.

A salesman who is employed at a much a week, gives six days a week to his employer. A salesman or commission basis is in a different position. In a way he is a partner at the enterprise. Like it or not there as no getting away from this. He furnishs the mutually profitable it is likely to costinue. If on the other hand the salesman falls below the quota which has been established for his territory, at if he fails to make enough money astisty his expectations, in either event the partnership will be terminated. minated.

The sales manager who desires absolute control over his salesmen's time must engage them as employees, paymust engage them as employees, paying them salaries, whether they win or lose. When on the other hand, the salesman takes the chance, when he does the gambling, rightly or wrongly, he is going to consider that his time is his own. He works Saturday if he wishes to or he refrains from working on Saturdays if he no desires. The sales manager still has an opportunity of do educational work, to explain in to do educational work, to explain to the salesman clearly and forcefully that he is losing money by not working

on Saturday.

But as I said before, the sales manager who seeks control must pay the price. He must pay a salary and take a chance.

RALPH BARTHOLOMEW, Vice-President and Sales Manager.

H. T. Murray with Case-Shepperd-Mann

Harold T. Murray, recently with the Harold T. Murray, recently win up Foamite-Childs Corporation, Utics, N. Y., as advertising, sales promotion, and assistant general sales manager, has been appointed Western manager of the Case-Shepperd-Mann Publishing Corporation, New York. At one time he was sales manager of the New York office of the Certain-teed Products Corporation.

D. H. Nichols with Cleveland Agency

D. H. Nichols, formerly of The Nichols-Evans Company, Cleveland, has joined the Dunlap-Ward Advertising Company, also of Cleveland.

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Outdoor Advertising

Gives you the important advantage of ~



Cumulative



National Outdoor

An Organization Providing a Complete Service of All Park Avenue, New York General Motor troit



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own troit 14 East Jackson Boulevard, Chicago

Outdoor Advertising

National Outdoor Advertising Bureau has amply proved the value of its service to advertisers and to advertising agencies. By enabling advertisers to place their outdoor advertising through the agency which handles their advertising in all other media, it has made possible more effective coordination of all advertising activities.

Any advertising agency having membership in the National Outdoor Advertising Bureau will gladly give you complete information regarding Outdoor Advertising.

National Outdoor Advertising Bureau

An Organization Providing a Complete Service in Outdoor Advertising through Advertising Assess I Park Avenue New York General Motors Building Detroit 14 East Jackson Bookward Chicago

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Instalment Selling's Future Is Up to the Advertising Man

Unrestrained Advertising of Instalment Terms Will Have Serious Consequences

By George W. Norris

Governor, Federal Reserve Bank of Philadelphia

FROM a strictly business point of view, the three classes of persons interested in instalment selling are the merchant who sells this way, the "finance" or "acceptance" corporation that in most cases helps to finance such sales, and the banks or investors who help to supply the capital required.

There is a fourth class, however, more important than the other three put together—and that is the general public. Merchants and bankers are a class limited in number and of more than average melligence. The general public is a hundred million in number. It is composed of persons of all degrees of intelligence, and includes ome of little or no intelligence. It is dealing with a comparatively sew thing, and it is subjected to an unusual temptation.

Heretofore, persons who owned no property and had no resources eyond wages or salary got little or no credit. Now, many merhants are going on the principle, I will trust anybody who is honst, and most people are honest." The prospective buyer was fornerely limited to such purchases is he had cash to pay for, either t once or within a month. Now, ne is told to "pay as he earns." Restraints are off. The bars are lown. He is not only told that he can buy in this new way, he is encouraged and exhorted to do it. Find out about our easy payment blan," he is told. In fact, someone has said that the buyer no onger buys—that he is backed nto a corner and sold.

On a Market Street store, in Philadelphia, recently, I noticed a large sign reading: "Dress in style—

Pay as you earn." Now if that sign means anything, it means "Buy the newest thing. Buy another new thing every time the style changes. Don't consider its utility or serviceability. Don't mind whether you have the money to pay for it or not. Pay for it out of what you are going to earn."

In a newspaper, a few months ago, I saw an advertisement offering player-pianos which included these statements: "Rolls and bench free. No down payment. In case of financial misfortune, payment will be extended. Any one of our guaranteed pianos put into your home on monthly terms to suit without interest or other charge. No red tape."

DOES IT MEAN WHAT IT SAYS?

If that advertisement is truthful and fair, and its language is to be interpreted according to the common meaning of the words employed, it means that for a fair market price-which is named in the advertisement—the advertiser will deliver a piano to you, give you rolls and a bench without extra charge, require no money down from you, ask for no references or endorsers ("No red tape"), make the monthly payments to suit you, and "in case of financial misfortune" extend those payments, and that all this will make the article cost you no more than if you paid cash for it—"No in-terest or other charges." To put it mildly, it is difficult to believe that all this is true.

Now, you are the people who write advertisements. You are the channel of communication between the producer or distributor and the consuming public. If the producer or distributor wants to "put one over" on the public, he enlists your

Portion of an address delivered on October 6 before the meeting of the Second District of the International Advertising Association.

aid, and I want to remind you that while it is perfectly proper for you to describe his goods in the most attractive way, and help him in any legitimate selling campaign, it is not good morals, nor—in the long run—good business, for you to help him sell things to people who have no business to buy them.

I am not going to discuss the purely business aspect of instalment selling. I am not going to dwell upon its effect on manufacturer, dealer, or financing agency. I am only going to discuss, and very briefly at that, its effect upon the great consuming public.

Is it a wise thing to encourage the average consumer to buy things that he has not the money to pay for? Advocates of the plan give an emphatic affirmative answer to this question. They say that the average American who goes into debt will budget his expenses more carefully, and exert himself more strenuously to pay off the debts he has incurred, than he ever would merely to accumulate money, and that while he is doing it he will be in possession of articles that make life easier or more pleasant.

There is much force in this contention. Assuming, for the sake of argument, that it is entirely correct, there are other things to be considered.

BUSINESS DEPRESSIONS UNAVOIDABLE

While the Federal Reserve System has made acute panics or crises impossible, if we are to accept history and experience as reliable teachers, we must believe that business depressions and periods of partial unemployment are among the inevitable evils that we must still anticipate. The experience in the hard-coal strike of a year ago is cited by the advocates of the plan as proof of its soundness, and an officer of a prominent financing agency, in a recent address, stated, apparently pride: "Although we had financed about \$1,800,000 of instalment sales in the coal mining district of Pennsylvania, the total losses of our company aggregated but \$15,000 in excess of our normal credit reserve set up against that volume of business." The comparison between \$1,800,000 and \$15,000 makes the latter sum seem small. But let us look into these figures a little more closely.

I do not know what the "normal credit reserve" set up by that company is, but it is probably not far from the mark to estimate it at 1/3 of 1 per cent. If we take that figure, then it appears that the company's loss on that business was about \$24,000. This does not represent the total loss, however. In addition to the loss suffered by the financing company, there are the losses suffered by the purchasers who had made partial payments and had to forfeit their cars, or other purchases through inability to continue payments, and the losses suffered by the dealers who had either guaranteed these payments, or had agreed to repurchase the cars or other articles which the finance company had to take

The total losses are, therefore, very considerably in excess of the modest sum mentioned. I have been told, on responsible authority. that thirty-one cars were taken out of a single town in that region on one day, and that many miners are not paying the grocers who extended credit to them during the strike, replying to duns that they cannot pay because they must make payments on cars or lose them. I mention these facts, not to discredit the business, but simply to remind you that there are two sides to it.

Now, I am not here to lecture you on morals or to point out your duty to you. It would be an impertinence on my part to attempt anything of that sort. I do want to point out to you, however, that this instalment method of selling seems to me to impose a special responsibility upon the seller and upon those who are co-operating with him, and-if you agree with me as to that-to ask you whether you do not feel that, in view of this special responsibility, you ought to be even more than ordinarily careful in the preparation of your advertising copy.

There are exceptions, but the

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The District of Columbia—and SEVEN states. THAT'S the circulation spread of the big Sunday Washington Herald, 121,987 net. Match YOUR distribution spread with this Sunday circulation. You will "sell" on both sides of every "Main Street" in the District of Columbia and SEVEN states.

Hobson, New York; Crawford, Chicago; Franklin Payne Detroit

Oct. 14.

average instalment buyer is a man of small means, and of limited business experience. The effort that is being made is to persuade him to buy something that he has not the money to pay for, but which he proposes to pay for out of his future earnings. If he is not going to be able to pay, then the sale is bad business for everybody concerned.

Assuming that he is going to be able to pay, at what cost to himself will he make the payments? What denials and sacrifices to him or his family will the transaction entail? To what extent is he involving himself? How many other contracts of the same sort has he

made?

These are questions that do not ordinarily arise in the case of a mere sale of goods, and you and your clients might say that all that is the purchaser's concern-that you are not his guardians. If you were dealing with a man of business experience, who was simply drawing his check or paying the cash out of his pocket, that would be a good answer, but when you are dealing with a man or woman of little business experience, who is mortgaging his or her future earnings to make the purchase, I don't think it is a good answer.

I think the seller, under these circumstances, is not doing all that good morals call upon him to do, unless he satisfies himself that the buyer is buying something that he is justified in buying—that the thing bought is either a necessity or a justifiable luxury; that it is not unnecessarily expensive; that he is not buying too many things the same way; and that it is safe and conservative to believe that he will be able to meet all his instalment obligations without skimping his table, or leaving his house un-painted, or neglecting other obligations to his family. If this duty may fairly be said to rest upon the seller, then, in some measure, it attaches also to you who are helping him to make the sale-at least to the extent that you will be more than ordinarily scrupulous that his advertising shall not be deceptive, or calculated to lead the optimistic into undue extravagance.

If merchants will recognize this responsibility, and exercise the de gree of care that I have suggester instalment selling will continue to develop, and will be, on the whole a good thing for everyone con cerned, but if they will not—i they devote themselves to the sin gle task of selling to the inexpe rienced and optimistic purchase all that there is any reasonable chance of his being able to pay for then there will surely come a da of reckoning, when creditors will have to take heavy losses, debtor will find themselves so involve that they will lose all hope an courage, and a business depression will assume the proportions of business prostration. I feel quit sure that with your knowledge, experience, and realization of public duty, it will be your wish to d all that lies in your power to de velop this method of merchandis ing along sound and useful lines

Sheet Metal Account for Columbus, Ohio, Agency

The Thomas & Armstrong Company London, Ohio, has appointed The Rel bins & Pearson Company, Columbus Ohio, advertising agency, to direct the advertising of its garages and fumaces Sheet metal trade journals and new paper advertising in a number of cite will be used.

Cramer-Krasselt Appoint Los Angeles Manager

Marcus K. Griffin has been man manager of the Los Angeles office of the Cramer-Krasuelt Company, Mi waukee advertising agency. Harry C Drum, who formerly held this position has been made general sales manager of Maytag Pacific, Inc., Portland, Org.

Delpark Account for Caples Company

Delpark, Inc., Newark, N. J., mans facturer of Delpark underwear, pajams etc., has appointed the New York offic of The Caples Company, advertising agency, to direct its advertising account

Henry Johnson Joins H. E. Lesan

Henry Johnson, formerly space buyer with the J. V. Gilmour Company, Chicago advertising agency, has joined the Chicago staff of The H. E. Lesan Myertising Agency, Inc.

Fashionable Dress

announces with pleasure
THE APPOINTMENT OF

THOMAS C. GREELEY

AS

Eastern Advertising Manager

H. M. Love
Advertising Director

Largest Circulation of Any Fashion Publication in the Class Field

Member Audit Bureau of Circulations

Why
The Farm Journal
is

first in the farm field

1.

The Farm Journal Has the Greatest Volume of R. F. D. Circulation

The Farm in the

PHILADELPHIA

NEW YORK

BOSTON

ATL CA

ld

To advertisers who wish to reach real farm people, R. F. D. subscribers are the grist of a farm paper's circulation.

Not all, but by far the greater proportion of people with R. F. D. addresses are farmers. Not all, but by far the greater proportion of farmers have R. F. D. addresses. R. F. D. circulation, therefore, is the most accurate and reliable gauge of a publication's ability to reach those whose occupation is farming.

The Farm Journal has the greatest volume of R. F. D. circulation in the farm field—nearly two hundred thousand more than any other publication. It provides advertisers with the most certain and economical means of reaching the largest number of real farm families.

More than 1,300,000 Circulation

Journal field

ATL CAGO

SEATTLE

SAN FRANCISCO

LOS ANGELES

Grocery Specialty Advertisers Discuss Better Co-operation

Price Maintenance and Jobber Relations Engage Attention of American Grocery Specialty Manufacturers at Providence Convention

LEADERS in the field of grocery specialty producers, among them many large national advertisers, held their eighteenth annual convention last week in Providence, R. I. Members of this association are the officers and managing heads of such concerns as National Biscuit, Welch Grape Juice, Royal Baking Powder, Beech-Nut, Diamond Match, Colgate, Pet, Carnation and Borden Milk, Procter & Gamble, Palmolive, Quaker Oats, Cream of Wheat and scores of others.

Frank D. Bristley, of the Royal Baking Powder Co., has been president of the association for two years. His opening address set forth urgently and succinctly the need for better co-operation between manufacturers and wholesale distributors. Unless these two groups—manufacturers and wholesalers—modify their present methods of doing business, he said, both will be unable to render adequate service to the consumer.

"Many of the service wholesale grocers," said Mr. Bristley, "claim that they find it impossible to handle and distribute manufacturers' products in competition with the non-service jobbers, the so-called 'desk' brokers and other classes of distributors in their re-They also spective territories. claim many manufacturers. soliciting orders from retail grocers, discriminate against them in favor of the non-service jobbers and 'desk' brokers, and as a result of such practices and such conditions, they have been virtually forced to put in a line of private label products commonly known as house brands, and thus concentrate their sales and service efforts in their distribution in order to obtain a profit sufficient to carry on their business."

The difficulties of the situation are complicated by competition among all factors in our present

distributive system. This W21 clearly brought out in the discussions, both during the sessions and outside of the regular meetings. Every manufacturer has his individual problems. However these problems differ, and they differ enormously, yet they all lead to the same goal, namely, unrestricted and universal consumer accessi-The manufacturer seeks bility. the jobber who will give him the distribution. Sometimes, manufacturer and wholesaler are unable to agree on the definition of the term, "best distribution." Each manufacturer wants the wholesaler to do as well for him as he does for competing manufacturers. Jobbers want to be dealt with as well as their jobber competitors are dealt with. Price, quality, territory, sales co-operation, are subjects of daily importance. The whole situation is in a state of flux

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In accordance with the custom preceding conventions, the American Grocery Specialty Manufacturers invited the attendance of representatives of the two large associations of wholesale grocers. the National Association of Retail Grocers, the National Food Brokers' Association and the National Chain Store Grocers' Association. Representatives of all these associations attended the Providence meeting this year with the exception of the chain store grocers' association. The last named association held its sixth annual convention at Buffalo on the same days that the specialty manufacturers were holding their convention in Providence.

Roy L. Davidson, president of the National Wholesale Grocers' Association, said in part:

For a moment let us go back to the early history of the food industry of this country. There were few competing manufacturers as against many tody; there were but few lines of advertising as against billions today; the manufac-

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. Was mer produced, the wholesaler and re-tiller sold, and business developed for both. Then what? Competition in massfacturing similar lines developed; gust advertising campaigns were in-sugrated and "evolume" became the cy of the producer, until today both annfacturer and distributor are volume ever Driving advertisements designed push more food into the mouth of the mufacturers presented their merchan-

munificturers presented their merchanline, the wholesaler bought, duplication
beame a fact, until it over-balanced
distribution, both wholesale and retail.
Then, of necessity, the distributors
cried, "create a demand for your prodted and we will handle it" and at once
the manufacturer rejoined that the disributive elements grew and competition
beame keen. New fields of competition
in distribution were opened up and both
the jobber and the manufacturer rushed
forth to meet the demand. The private
ble factor entered and we heard it
termed a "competitor of the manufacturer." termed a facturer."

Davidson said that his association is now developing a constructive selling plan for the wholesale grocer which is designed to improve distribution and promote business. He commended the idea of a food council or forum and extended an invitation to the as-sociation of manufacturers to discuss the practicability of having the various associations hold their meetings at the same time and

Another speaker was R. Rowe, secretary of the American Wholesale Grocers' Association, who commended the manufacturers upon the perfection of products, their packages and their advertising, but painted a picture of confusion in the matter of distribution. He rather put up to the manufacturer the matter correcting the present evils in the system of distribution, concluding his address with these words:

"Cannot you, who have followed through to consumer satisfaction, also follow through with distributor satisfaction? Cannot you, who have in production brought about such a far-running, noiseless and frictionless perfection, also in distribution establish the sweet reign of law and order? I believe that you can and that you will."

Among the subjects covered in the annual report of the associamerchandising committee were free deals, drop shipments,

private brands, desk jobbers, bribery of salesmen, chain stores, and other matters. A. E. Philips, of the Welch Grape Juice Co., and chairman of the merchandising committee, said:

Trends in grocery merchandising have received more open-minded attention from various leaders in the three great divisions of the industry-retailer, wholesaler and manufacturer-during the past year than ever before. Unanimous agreement of all elements of the trade on one method of distribution is never to be expected, but intelligent analysis from the separate viewpoints of manufacturer, wholesaler and retailer should eliminate unfair and wasteful practices, and tend to establish a sound basis for competition of the various methods of merchandising one with the other strictly on its own one with the other strictly on its own

Not being able to know accurately what becomes of his specialty orders which he (the manufacturer-in-aggregate) which he (the manufacturer-in-aggregate) spends \$60,000,000 a year to get, naturally gets on his nerves. Usually he has a system for securing the wholesaler's signed acceptance, which in conjunction with the Code of Ethics implies a promise on the part of the wholesaler to fill the order. This system will be made substantially uniform if the majority of manufacturers will adopt the Standard Specialty Order Form. Such uniformity will result in far more willing and more intelligent co-operation from all three parties to the transaction—manufacturer, wholesaler and retailer.

The function and service of the food broker as an agency in helping the specialty manufacturer market his merchandise was described by Luman R. Wing, president of the National Brokers' Association. He said the association now has a membership of over 800 members; that brokers may be divided into two classes, the broker in the large city and the broker in the small city; and that the broker is in a position to follow up complaints on quality, to handle unsalable goods, to ship stock when necessary and to tell the story of his principals' products fifty to 100 times a year as opposed to the direct salesman's one or at the most two visits a year.

Officers elected for the ensuing year are president, A. E. Philips, Welch Grape Juice Company; first vice-president, F. E. Barbour, Beech-Nut Packing Company; second vice-president, J. S. Goldbaum, Fels & Comnany; third vice-president, H. D. Crippen, Bon

How can a magazine that subjects advertising and advertised products to severe tests retain such Good Will? Yet Good Housekeeping's Good Will is not only retained...it increases continuously.

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4, 1926 VILL GOOD BUSINESS

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cautions regarding adelvertise tising copy and careful roval, ing of advertised prodprodus have proved to be ing me and and permanent buildof Good Will. Readers advertisements more sess refully and they buy with ater confidence when oing a sy advertisement can be

and is guaranteed. The value of this to the advertiser is far greater than that to be had from advertising which depends solely on its own say so to win sales.

But the Good Will that Good Housekeeping enjoys is not a mere benevolent disposition. It is an appreciation of value received. It is service recognized.

To advertise in Good Housekeeping means Good Business. And Good Business is the only kind to be found in Good Housekeeping.

Good Will, Good Business, and Good Housekeeping naturally go together.

OOD HOUSEKEEPING

NEW YORK

BOSTON

This is the sixth in a series

Ami Company; treasurer, Louis McDavit, Colgate & Company. H. F. Thunhorst is national serretary, with offices in New York. New directors elected are Col. W. C. Procter, Procter & Gamble Co.; R. R. Clark, Quaker Oats Co.; D. F. Bull, Cream of Wheat Company; E. L. King, California Packing Corporation; A. H. Deute, The Borden Company, and G. A. Beardsley, J. W. Beardsley's Sons.

Twenty-four resolutions were presented by the resolutions committee and adopted by the association. Among the more important of these, from the standpoint of business in general, were the following:

That the Association recommend the further reduction of the Federal income tax as soon and to the extent the circumstances permit; and in particular, the reduction of the corporation tax to a 10 per cent basis.

That the Association request wholesale grocers to give the manufacturers' specialty orders the same treatment with respect to genuineness, credit and prompt delivery, that they accord to orders taken by their own salesmen.

That it is the duty of the grocery specialty manufacturer to use the channels of distribution in any market which provide a sound and the most effective and economical distribution, whatever they may be and however they may evolve.

That it is the duty of the grocery specialty manufacturer to sell in pursuance of terms which are open and fully published.

An interesting feature of the Providence convention was a special session held in celebration of the twentieth anniversary of the passage of the Federal Food and Hon. Michael H. Drugs Act. Corrigan, chairman of the Board of Food and Drug Commissioners of the State of Rhode Island, opened the meeting and extended greetings to the speakers and guests on behalf of the State of Rhode Island. This meeting was in charge of Charles Wesley Dunn, general counsel of the American Grocery Specialty Manufacturers' Association. His paper, "The Federal Food and Drugs Act," introduced the subject and traced the development of pure food and drug legislation from the earliest times to the year 1906,

when the national act was putted Hon. R. W. Dunlap, Assista Secretary of Agriculture, no on "The Future of the Fees Food and Drugs Act": He Harvey W. Wiley, formerly Che of the Bureau of Chemistry of the United States Department of Agriculture, delivered an address on "Public titled Opinion - The Source of the Federal Food and Drugs Act"; Hon. H. S. Com-Surgeon-General of the United States, spoke on "The Relation of the Federal Food an Drugs Act to Public Health'. Hon. Thomas Holt, Dairy as Food Commissioner of the State of Connecticut and president of the Association of Dairy, Foot and Drug Officials of the United States, read a paper on "Improve Foods Under the Federal Foo and Drugs Act"; and Hon. Her man C. Lythgoe, director of the Division of Foods and Drugs the Massachusetts Department Public Health, spoke on "Water the Universal Adulterant."

Salmon Packers Plan Larger Campaign

The results obtained from the size tising campaign of the Associated Sa mon Packers has encouraged the Association of Pacific Fisheries to appear a more extensive campaign for no year. This decision was made at annual convention which was receil held at Vancouver, B. C. The Association of Pacific Fisherie C. A. Burckhardt, president of the Association of Pacific Fisherie C. A. Burckhardt, president of the Alaska Consolidated Canneries, Inc. Seattle, was elected president of the association.

Southwest Washington Hotel Men to Advertise

The Southwest Washington Hor Men's Association is planning as advertising campaign, using Eastern see papers, outdoor advertising and dira mail. The association has raised \$20, 000 for the campaign, which will be designed to bring tourists to Southwest Washington in 1927.

G. F. Riegel Joins Olmstead Perrin & Leffingwell

G. Frederic Riegel, formerly assistate to the president of The Hawley Adretising Company, New York, has joint the staff of Olmstead, Perrin and Lefingwell, Inc., New York advertisin agency.

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KNOWN MERIT



RAFAEL SABATINI Fiction



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At the beginning of the present century, this Old It created a great deal of discussion and control never be supplanted by the automobile and the



25 YEARS ago, when the Street Cars of the Unit to Street States carried 20,000,000 riders daily, there were lith the automobiles, so presumably everyone used the Street Ca o you

Although automobiles have since been sold to million re bu of these Street Car riders, the official reports, which not include uncollected fares, show that the Street C of the United States now carry more than 40,000,0 riders daily, an increase of 100 per cent.

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ton fa rd was displayed in the Street Cars of St. Louis. ajority of the people insisted that the horse would obile company was using a very futile argument.



Just be Street Car riders will continue to increase in number effect ith the continuous growth of the cities.

o you know of any place where more groups of prospecve buyers of popular price automobiles may be reached very hour of every day than in the Street Cars?

Marward

National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

The All-Fiction Field is All America

"Who reads the sixteen magazines that make up the All-Fiction Field?"

The only adequate answer to that is to be found in the latest U.S. Census reports.

Through all that great cross-section of America living upon and above the "comfort level" you will find the 13,000,000 men and women who read All-Fiction Magazines.

With them the love of Romance is the least common denominator.

When your sales message is placed in the pages of these magazines it lies directly in the path of their least sales resistance.

What better time to come to your prospect than when his imagination is stirred, his senses quickened, his emotions aroused?

2,780,000

(Members Audit Bureau of Circulations)

All-Fiction Field

Magazines of Clean Fiction





Sales Work and Credit Work Don't Mix

But There Are Numerous Ways for Credit Managers and Salesmen to Be Mutually Helpful, as This Article Points Out

By A. H. Deute

General Sales Manager, The Borden Company

A FRIEND of mine gave me a good wall motto which reads, "Never give a salesman asliding scale of prices. His tender heart compels him to slide down to the bottom of the scale

and stay there."

Now, the same thing might be said of asking a salesman to be his own credit man. It isn't fair to ask a salesman to be his own credit man. Selling is one thing. Extending credit is something quite different. Possibly a salesman can become a good credit man. I know one very fine credit man who used to be a salesman. But it is worth noting that as he became a good credit man, he drifted away from the business of selling.

When all is said and done, the real job of the credit man is to get in the money. The salesman's job is to get the orders. They are two different problems—two different kinds of work. One good credit man can handle the credits in a hundred salesmen's territories. So why try to make a hundred salesmen into credit men? The chances are they won't make good credit men anyway, while their attempt is more than apt to slow

up their selling ability.

A certain man who used to be on the same sales force with me was such a persuasive salesman that he talked the boss into letting him handle credits on his territory. He was a salesman of sound ideas and had the instincts of a good business man. And so the boss decided to let him try it. Possibly the plan would work out so well that it could be extended to other men and thus eradicate the so-called credit problem entirely. It would do away with the bitter complaints of the salesmen that the credit department ruined

almost as much business as they could bring in. It was a disagreeable thing for the head of the company, who had once been a salesman and who disliked seeing an order cancelled, to hear of this and that good customer who had been lost to the house. In passing, we might mention that the credit man deposed from jurisdiction over that territory, made it known to the firm's customers that the salesman was taking on the added duties of the credit man. And it came as welcome news to many of the company's customers.

So the salesman started out with authority to approve the credits on the orders he took. All he had to do in return was to undertake to keep up collections and keep the credit losses inside the percentage

set by the management.

For six months he did that very thing. He was conscientious about it. He kept his losses down and he kept his collections up. But he seemed to grow thin and haggard. At the end of six months, he threw up his hands and resigned the credit part of the job.

"It sounded fine," he said. "I knew my trade. I could increase my business. I'd have a great advantage over my competitors. Of course, I was conscientious about it. I didn't intend to let the trade go wild on credits. So it wasn't more than a day or two before I came out cold and told one customer that I meant to be liberal, but couldn't be easy and that he would have to give me a

"'So that's the sort of friend of mine you are!' the dealer almost shouted. "Well, I've been thinking that all this time it was that stingy credit man of yours who never came out and met the trade. But I guess you were doing it all the

Oct.

time and telling him behind my back to hop on me hard. All this talk you've been handing me about the credit man being after you for the money has been just your own stuff. I'll pay you when I get good and ready and I'll give you an order when I get just as good

and ready."

One of the finest bomb-proof shelters into which the salesman can dodge is to explain that the credit man is a calloused old sinner who can get a thrill out of nothing short of a check. The dealer doesn't want to put the salesman into a hole. Of course, the credit man means well. He's a good enough chap when you know him, but he has dyspepsia and a generally sad disposition. It's best to make out a check. The salesman, of course, knows that the dealer is perfectly all right, but who in the world ever made a credit man take a broad-minded viewpoint? So the salesman slips the dealer a cigar and the dealer gives him the check. In fact, the salesman did a finer piece of selling in extracting the check than in extracting the order. It is well known that it is usually a very easy matter to get a nice order out of the dealer who cannot pay his bills. It is a much harder job to convince that dealer should pay the last bill. that

The salesman is in a much better position to urge payment when the credit man is supposed to be standing over him with a rod of iron than when the dealer knows that the salesman can say whether not the order should through. The salesman can defend the credit man, even while he helps criticize him behind his back. While that is being done, the money may be extracted from the reluctant dealer. But while the dealer can realize that a credit man a hundred or so miles away appreciate the dealer's cannot splendid future financial standing and must be paid, certainly his friend, the salesman, can see this and has no business bearing down

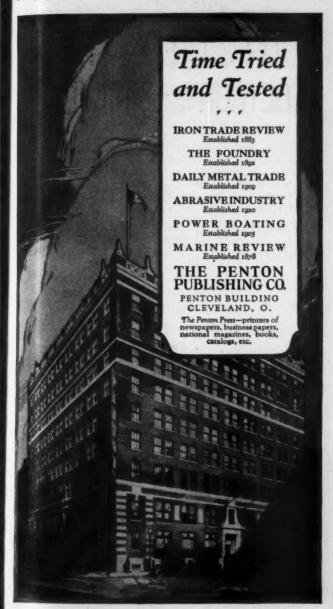
on the dealer.

"The credit men aren't as bad as we paint them," another salesman said to me one day. "I guess one reason we get such bad inpressions of credit men is because we are always agreeing with peevish dealers that all credit men are terrible. We get so that we believe our own exaggerations.

"The credit man who has never sold goods and mixed with the trade can often be convinced against his judgment by a good logical salesman. Contrary to the orthodox ideas of most salesmen credit men are not anxious to turn down orders. But let it be a credit man who used to be on the road and he will give the persuasive salesman a knowing wink, pat him on the back and say: "That's right, Bill, that's right. But you know you can't pull that stuff on me. I've done it too often myself. Now, you tell old man Jones to do a little collecting on his own hook Then he can pay his bills and have something left."

Of course, if it were merely a matter of extending credit with no thought of having to collect the money later on, then by all means let the salesman pass out credit. It is quite true that such a program would increase the firm's volume. But it is also quite true that the money would fail to come in as it should. That is the great factor which the salesman who advocates letting him pass on his own credits is inclined to over-It is only human nature that it is easier to press for collections because a mythical ogre of a credit man back in the home office is bearing down hard. It sounds rough but it is very easy to step up to the dealer and say, before opening the sample case, "Holy cats, Joe! I surely got mine last Saturday because I didn't wait around last time I was We've here and get your check. got one hard-boiled credit man You see, we've got an awful lot of accounts and he just sits right there and sits on them. He can't get out and get acquainted. he can surely come down on me when I don't keep my collections up. So just fix me up now so's I can square both you and me.'

And then: "Now, that's great, Joe! You know, you want to bear down a little on a lot of your



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CIRCULATION DETRUMES

OCTOBER 1, 1926.

The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is

Sunday		308,522
Weekdays (Except Saturdays)		
Saturday		

In comparison with the corresponding six months' period ended September 30, 1925, the average net circulation of The Detroit Times shows an

Increase of 49,277 Sundays

Increase of 60,608 Weekdays (Except Saturdays)

Increase of 40,849 Saturdays

The net paid averages for SEPTEMBER ONLY

Sunday	 	 	308,738
Weekdays	Except Saturdays		00-00
Saturday			214.718

CLARENCE R. LINDNER, General Manager.

Sworn to and subscribed before me this second day of October, 1926.

G. O. MARKUSON, Notary Public.

(My commission expires March 9, 1930)

friends who are owing you. You can't do business unless you take in and pay out money. That's our problem. We'd like to extend credit for ten vears, but you can't afford to give that kind of credit and neither can we. Just get in and make your customers pay you. They'll like you better and buy more liberally when they're paid up. You know how that is yourself. Now, here you are, all square with the house. So let's see now what we can line up to make some money on next week—" and the next sale is

under way. Taken all in all, letting the salesmen have complete jurisdiction over credits sounds very intriguing to the salesman who fails to think of the aftermath. I know a sensible credit man who handled this very nicely. The head of the house became convinced that giving salesmen a good deal of leeway in the matter of credits and permitting them to have more than the ordinary influence upon the credit man would be a good thing. In fact, the credit man realized that it meant that he would become merely a collector of accounts which were slow coming in. With real tact, he suggested to the management that it might be well to try out the plan by letting the more experi-enced salesmen have the privilege of approving an account over the credit man's refusal to extend the credit. This meant that if the credit man turned down the order, the salesman could either accept that as final or he could put his written O. K. on the order. that latter event, it would be shipped promptly but the responsibility for collecting the account would devolve upon the salesman. When the account reached the age of twelve months overdue, it would be written off and the house would bear two-thirds of the loss while the salesman would find that the remaining one-third was deducted from his commission account. That idea seemed fair and reasonable to the president of the company. It went a long way, however, to check any reckless

O. K'ing of credit by the sales-

men. A few bold individuals did approve a few orders but there was a noticeable reluctance in the matter. Passing an account is an entirely different matter when there is a chance that a third of the total may be deducted from the salesman's own commission account. A few of the salesmen remonstrated, but the reply was reasonable: "Well, now, boys, I know just how you feel. It's a tough thing to be asked to stand a stiff credit loss because the credit was unwisely given. That's why the house hires a good credit man whose job it is to protect us in these matters. Most of these credit men are pretty good. Now and then they let something get by them, but take them all in all, they earn their pay. I know it would be nice just to do away with credit men and go right out and give credit as we felt like it. But I've had to pay a stiff price to learn the fallacy of that sort of thing. Of course, if any of you boys want to buy a little experience, the least I can do is to agree to stand the gaff with you while you are learning. But you can't ask me to pay the whole bill for your experience. If I did, the experience would hardly help you. So I'm willing to stand two-thirds if you want to stand the other third. If you feel you can't afford to lose \$50 or \$100 or more, just keep in mind that I cannot afford either. Maybe, on second thought, it might pay to talk things over with your credit department and study the matter a little before just putting your O. K. on the order."

There is, besides, another angle to this credit-man job which the salesmen are all too often inclined to overlook, but which is tremendously helpful when the credit man makes it part of his job. And that is the latter's ability to develop good-will for the house by teaching the customer how to collect and how and why to pay his own bills promptly.

Of course, many a house feels that if the credit man is away from his desk for a day, he is wasting the firm's money, but the fact remains that oftentimes a

day spent with a few customers results in more real good than two days spent at the desk.

A credit man who spends all of his time at his desk, doing nothing but writing letters asking for money, may develop into a highly efficient collector of bills, but he misses by a long ways the finer points of the newer knowledge of credit management. A whole book might easily be written upon this thing which, for want of a better phrase, we call the newer knowledge of credit management.

There are two distinct groups of people who benefit when a firm has such a credit man. The first is the house which employs him and the second is the group of customers with whom he comes in contact.

REAL HELP FOR CUSTOMERS

I know a credit man who takes advantage of any and every spare afternoon. In fact, he makes such a spare afternoon two or three times a month. And on these occasions he just slips out and chats with customers. He doesn't of necessity go around to the customer who may be behind in his payments. Just as often he goes to chat with the man who discounts each bill. He does that to get the atmosphere of the successful merchant. He said to me: "If all I do is associate with men who can't or won't pay their bills, I'd soon lose my perspective. In fact, the biggest mistake a credit man can make is to associate only with poor-paying concerns and have correspondence only with men who must be prodded into paying. That sort of thing warps the viewpoint of the credit man. good credit man must keep his vision nicely adjusted. And to do that, he should mingle with men who pay as well as with men who do not.'

This credit man takes to the customer the firm's side of such problems as collecting the cash discount improperly deducted, when that discount amounts to just a few cents. He explains to the buyer why that buyer cannot afford to pass his discount, even if he has to borrow money to pay

on time. He explains to many a buyer how and why to build up an understandable statement which the banker can analyze and upon which he can establish a line of credit. And he teaches many a customer why it is good business so to shape his affairs and get in collections to the end that his statement will appear sound in the eyes of the banker; not merely in order to make a good impression upon the banker, but primarily because a business which can render a good statement is a business which is on its feet and making headway.

Then, too, he is able to sit down and talk over with many a slow paying buyer the matter of the merchant's inventory and its relation to his inability to pay as be should. It is probably true that the merchant is doing three-quarters of his total volume of business with a third of his lines. Couldn't he do equally as much business on other lines by giving a little thought to his ability to sell and teaching his clerks to sell and thus be in position to cut down his inventory? On one afternoon and an evening later in the week, this individual showed a merchant how he could convert \$5,000 worth of merchandise into cash and keep it out of his inventory. And that money taken out of slow-moving stocks and put into cash enabled the merchant to get on a sound credit basis without having to resort to borrowing.

But in addition to giving out useful and helpful data on these outside calls, he brings back as much as he gave away. He brings back a fresh viewpoint-an outside viewpoint-which is tremendously helpful from the standpoint of making letters to the trade ring more true and sound a finer note of understanding and good-will and friendship. These, in short, are some of the things which the newer school of credit men can and does supply, which the salesmen themselves cannot be expected to supply. Truly, the credit man worthy of the name can and does contribute very materially to the development of business and the firm's good-will.

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THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following:

BON AMI CONGOLEUM RUGS VALSPAR VARNISH GRINNELL SPRINKLERS McCUTCHEON LINENS PETER SCHUYLER CIGARS ANSCO CAMERAS AND FILM COLUMBIA WINDOW SHADES TARVIA DUZ MILLER TIRES WALLACE SILVER THE DICTAPHONE BARRETT ROOFINGS NAIRN INLAID LINOLEUM COOPER HEWITT WORK-LIGHT TAVANNES WATCHES BONDED FLOORS HAVOLINE OIL **NEW-SKIN**

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies Member of the Audit Bureau of Circulations Member of the National Outdoor Advertising Bureau

Publishers Register 25 More Slogans

THERE are now registered in the PRINTERS' INK Clearing House of Advertised Phrases 275 slogans that are used by publishers. Listed following are twenty-five publishers' slogans that were included in the files during the last month. (The phrases used by publishers are listed separately from those used by advertisers.)

"All the Flexibility of a Newspaper th the Coverage of a National Maga-le," United States Daily, Washington,

D. C.
"Always Springfield's Greatest News-paper," Illinois State Register, Spring-

"Automotive Service Shop Magazine, "Automotive Service Shop Magazine, "Automotive Service, Chicago.
"The," Motor Service, Chicago.
"Blue Book of the Trade, The," The "Blue Book of the Trade, The," The "Community Paper, The," Review,

"Dominant Newspaper of the Rich Montreal and Quebec Province Mar-ket, The," Montreal La Presse, Mont-real, Que., Canada. "Engineering Language."

real, Que., Canada.
"Engineering Journal of the Oil Industry, The," Oil Field Engineering, Los Angeles, Calif.
"First in the Field," Moving Picture World, New York.
"Great National Shoe Weekly," Boot and Shoe Recorder, Boston, Mass.
"Industry's Medium, The," Rayon, New York.

"Industry".

New York.

"Leading Business and Technical
Journal of the World in Printing and
Allied Industries," Inland Painter,

"Liberal Church Journal, A," Church-man, New York.
"Magazine for Farm and Home, A,"
The Grain Growers Guide, Winnipeg,

Man., Canada.
"Magazine for Southern Merchants,
A," Merchants Journal and Commerce,
Richmond, Va.

A," Merchants Journal and Commerce, Richmond, Va.

"Magazine of Opportunities, The," Money Mabing, New York.

"Magazine of the Paper Industry," Paper Trade Journal, New York.

"Monthly Business Paper for Chain Store Executives, A," Chain Store Age, New York.

"Newspaper for the Makers of Newspapers, A," Fourth Estate, New York.

"Preferred Position Before a Preferred Audience," United States Daily, Washington, D. C.

"Published to Promote Good Farming and Right Living," Nor West Farmer, Winnipeg, Man., Canada.

"Simplified Travel Guide, The," Motor Trips, Hartlord, Conn.

"Trade Authority, The," Austomobile Topics, New York.

"Weekly Newspaper of Insurance, A," The National Underwriter, New York.

York.

"World's Only Tourists' Magazine, The," Tourist, Los Angeles, Calif.

lists of publishers' slogans were given in Printers' Ink for May 20, 1926, page 161; July 8, 1926, page 68 and Aug. 26, 1926, page 88.—[Ed. Printers' INK.

Curtis to Address A. B. C. Publishers

Cyrus H. K. Curtis, president of the Curtis Publishing Company, Philadelphia, has been added to the list of speakers who will appear at the luncheon to be given to the Audit Bureau of Circulations by the American Association of Adventising Association of Adventisi Association of Advertising Agencies on October 21 at Chicago. A report on the

October 21 at Chicago. A report on the program for this event appeared in last week's issue of PEINTERS INK.

M. C. Meigs, publisher of the Chicago Herald and Examiner, has also been added to the list of speakers. He will take the place of Walter Strong.

New Account for Hall & Emory

The Puget Sound Savings and Loan Association, Seattle, Wash., has ap-pointed the Hall & Emory Agency, Inc., Seattle advertising agency, to direct its advertising account. Pacific Northwest newspapers, farm journals and outdoor advertising will be used.

Brass Goods Companies Merge

The United-Oberndorf Corporation, Cleveland, has been formed by the con-solidation of the United Brass Manu-facturing Company, Cleveland, and the Oberndorf Manufacturing Company, Pittsburgh, Pa., maker of plumbers' Pa., maker brass goods.

Appoints Hurja-Johnson-Huwen

The Neolite Sign Company, Chicago, manufacturer of patented moving elec-tric signs, has appointed Hurja-John-son-Huwen, Inc., advertising agency of that city, to direct its advertising ac-count. Trade papers will be used.

G. R. Poole with Manning & Greene

George R. Poole has joined the service department of Manning & Greene. Inc., Cleveland, commercial art. He was formerly with Fuller & Smith, also of that city.

Appoints Cleveland Agency

The Pope Products Company, Cleve-land, manufacturer of Ride-Easy spring boots, has appointed Oliver M. Byerly. boots, has appointed Oliver M. Byerly, Cleveland advertising agency, to direct its advertising account.

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391,465

A Gain of 9,460 Copies

THE AVERAGE net paid daily and Sunday circulation of The New York Times, as reported to the Post Office Department for the six months ended September 30, 1926, was 391,465 copies—the highest figure ever reported by The Times for a corresponding period of any year.

The circulation, as compared with the corresponding period of last year, shows a gain of 9,460 copies.

SIX MONTHS ENDED SEPT. 30, 1926....391,465

SIX MONTHS ENDED SEPT. 30, 1925....382,005

GAIN...... 9,460

Even more significant than the fact that the average daily and Sunday circulation of The New York Times is greater than that of any other standard sized New York morning newspaper is the unsurpassed high quality of The Times readers.

The accuracy, the completeness and the impartiality of its news have established The Times as the preferred newspaper of intelligent and thinking readers.

The Times is advertising leader among newspapers in the greatest market in the world. In nine months of 1926 The Times published 21,821,052 agate lines of advertising, a new high record, a gain of 1,906,182 lines over the corresponding period of 1925, and an excess of 8,132,480 lines over the second New York newspaper. This great volume of advertising is of the highest quality, for the censorship exercised by The New York Times over the advertising submitted for its columns excludes fraudulent and misleading announcements.

The New York Times

Oct.

COLUMBIA

The Largest Catholic Magazine in the World

Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:

опе-па	n min	lon	readers,	grou
Men			1,211	1,908
Wom	en		1,060	,420
Boys	under	18	949	,980
Girls	under	18	244	.386

TOTAL 2,766,644



1926

More than Seventy Years of Reputation"



REG. U.S. PAT. OFF.



REG. U.S. PAT. OFF.

THE Glastenbury Knitting Company, Manufacturer of the famous Glastenbury Knit underwear, holds the friendly regard of Knights of Columbus families as one of the oldest and most consistent advertisers in COLUMBIA.

Starting more than fifteen years ago in "The Columbiad," the fraternal organ from which grew the present general-interest magazine COLUMBIA, the merits of Glastenbury products have been set forth to our readers in a schedule of advertising each year.

During that period the number of Knights of Columbus families has far more than doubled. Now the Glastenbury Knitting Company participates in the loyalty and receptiveness which COLUMBIA inspires in three quarters of a million homes.

The Knights of Columbus

Publish, Print and Circulate COLUMBIA from their own printing plant at New Haven, Connecticut

> Net Paid Circulation 748,305, A. B. C. Twelve Months' Average, Ended June 30th, 1986

D. J. GILLESPIE, Adv. Director 25 West 43rd Street, New York City Western Office: J. F. JENKINS, Western Manager 134 South LaSalle Street, Chicago, Ill.

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PRINTING of Every Description

From the cheapest high-speed "tonnage" job on newspaper stock to the finest of de luxe booklets and magazines. From 100 salesmen's calling cards to 4,500,000 catalogs in from one to four colors.

From the simplest of "straight" printing to the most comprehensive direct-mail advertising campaigns.

Throughout every department of the Isaac Goldmann organization *versatility* is the keynote.

Every Goldmann representative is a "more-than-printing" salesman. He is a printing consultant ready to suggest, recommend and advise according to your knowledge of printing technique.

ISAAC GOLDMANN COMPANY

Established 1876

80 LAFAYETTE ST. NEW YORK CITY

Worth 9430

Protecting a Postage Outlay of \$20,000 a Year

Post Office Has a Plan That Now Permits Precancelled Stamps on First-Class Mail

By Carl Stone Crummett

Advertising Manager, American Mutual Liability Insurance Company

 T_{us}^{WO} problems have confronted T_{us}^{WO} in the handling of our postage—how we can best expedite our mail to obtain the quickest and most efficient service from the Post Office Department; and, how we can best safeguard our postage which amounts to more than \$20,000 a year.

Postage stamps are carried in our accounting department books as cash. The insurance business involves a great deal of corre-spondence between the company, its representatives and its policyholders which necessitates the use of a large amount of postage. The Boston Post Office says that we are the second largest receiver in this city of first-class mail consistently through the year

For several years, all of our matter, first-class enclosed regular number 10 envelopes has been sealed and had postage affixed through the use of the machine which prints the two-cent permit indication on it. This mail is then sorted according to the fourteen classifications known to the Boston Post Office as primary and secondary sortings, as follows:

Chicago Connecticut Massachusetts New Hampshire New Jersey

New York Pennsylvania Philadelphia Rhode Island Southern Vermont Western

Letters are faced with the address side up, those in each classification being tied in bundles with a label reading:

All for (SOUTHERN) From American Mutual Liability Ins. Co. 142 Berkeley Street, Boston

These bundles are placed in sacks and are then taken to the post office, where they are thrown directly into the sacks which go to the proper train. Tests have been made which show that a saving of from six to forty-eight hours has been effected in the delivery of our mail handled in this fashion.

The second factor-that is, the safeguarding of postage handled through the meter machine, is not a factor in this method because we send our check, made out to the postmaster, with our meter and by our messenger to the post office and the postmaster advances the meter to print as many twocent impressions as the check will

The "American Mutual Magazine," our house publication, and our Safety Bulletins for posting in the plants of our policyholders each having a circulation of about 30,000, are mailed under a printed When more than one permit. copy of the Bulletin is sent, which requires more than one cent postage on this third-class matter, we have used precancelled stamps of several denominations some time with satisfaction.

We have been searching for some way to safeguard postage which we use on first-class matter in excess of two cents (two-cent matter goes through the meter machine). For some time, we precancelled been using stamps entirely for parcel post and third-class matter when postage is in excess of the amount

called for by the printed permit.

It is apparent from the program which I have outlined that all postage has been safeguarded from theft by the use of a meter machine, permit postage or pre-cancelled stamps, with the exception of the first-class matter which calls for postage in excess of two cents, and as the latter amounts to about \$7,000 a year in our home

Oct.

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office and perhaps nearly as much more from a total of more than fifty of our district and branch offices, careful consideration to safeguarding postage is justified

safeguarding postage is justified.
On August 7, 1924, the Third
Assistant Postmaster-General, W.
Irving Glover, announced conditions by which the use of precancelled postage stamps could be
used on first-class matter as follows:

"Precancelled postage stamps may be used on first-class matter by persons and concerns specially authorized to use such stamps on matter of that class in the manner indicated below. Any person desiring to use such stamps on first-class matter should file an application with the postmaster at the post office of mailing showing the average number of pieces to be mailed daily, weekly, monthly, etc. The application shall be forwarded by the postmaster to the Third Assistant Postmaster-General, Division of Classification.

"On receipt of the department's authorization the postmaster will issue a permit to the applicant to use precancelled stamps on first-class matter and accept first-class mailings bearing such stamps under the following conditions:

"(a) The date of mailing in connection with lines similar to those used in a cancellation postmark shall be placed by the mailer on each piece of first-class matter.

"(b) To facilitate the handling

"(b) To facilitate the handling of the matter in the mails, the mailer must comply with requests of the postmaster for the facing and separation thereof into States, cities, etc., and present the matter at such places as the postmaster

may designate.

"Postmasters will please bring this matter to the attention of all persons using uncancelled stamps in coils on first-class matter and advise them that for their future needs the department will, in cases where the quantity mailed is sufficient to make the use of precancelled stamps advantageous, furnish two-cent precancelled stamps in coils which they may use on their first-class matter after obtaining permission therefor in the manner above set forth,

thus expediting the handling of their first-class matter."

This plan seemed to offer complete solution of our problem Accordingly, we secured the necessary permit from the Boston Post Office to use precancelled stamps on first-class matter, and we have made use of this system for some eight months. It proved to be a satisfactory solution of our problem, so we have recently made application and have received permits for the use of precancelled stamps on first-class mail in most of our branch offices. We expect to install this system in one or two of our larger offices at first, and then if it is found to expedite our mail and safeguard our postage in those offices as it has done in our home office, we shall install the system in all of our branch offices where it will be practicable and advantageous to do so.

The cost of installing this plan is trifling, as it involves only the cost of a rubber stamp with a post-mark showing the name of the city and State, the date and hour, and the seven wavy lines, as illustrated below:



Precancelled stamps may be obtained in sheets or in coils—there is a charge of three cents additional per 500 stamps for the coils.

We are very much pleased with the way in which the plan is working out. We expect to find our branch offices giving more careful attention to affixing the proper amount of postage to outgoing mail, because their attention is called to the more careful handling of mail. We know that mail will be received from branches earlier than heretofore because of tests we have made and which we ascribe to the time saved in the post office at the point of mailing. The plan removes from the minds of the clerks handling mail any suggestion of temptation for the im-

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English Physicians

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Physical Culture

"MANY of the leading medical men of Britain— men whose names are famous throughout the world—are throwing the whole of their brains and influence into a gigantic endeavor to make their country into an A-1 nation. And the means they are employing and recommending are not drugs-not operations -but the simple facts of health which have been known to every physical culturist for years. They pin their faith to fresh air and exercise, fresh fruit and green vegetables, to Nature's foods such as milk, butter, cheese, eggs and honey. . . . Much work will have to be done before any tangible results eventuate. Much stupidity, ignorance and hostility will have to be fought, but the seed is sown and its growth will Britain may yet be the first nation in the world to throw off the shackles of almost universal sickness. She may yet transcend all her previous triumphs and be known to posterity as the first physical culture nation."

The above is quoted from a remarkable article in the October issue of Physical Culture, by Sir William Arbuthnot Lane, Bart., C.B., M.S., F.R.C.S., one of England's leading medical luminaries and President of the New Health Society, which has adopted physical culture methods in a tremendous campaign against ill-health and disease. Read "American Health Methods To Cure Sick Britain," in the October issue of Physical Culture.

Physical Culture

1926 Broadway

New York

proper use of postage. Precancelled stamps are not accepted by mail-order houses in payment for merchandise-this we have proved by test. Precancelled stamps are prohibited by the Post Office for use as postage on envelopes which do not have on the envelope the name and address of the company to whom a permit was issued.

While the use of precancelled stamps may not completely prevent the use of postage for personal communications, at least precancelled stamps do discourage

such use.

There are but few other concerns in the country at this time who are using precancelled stamps on first-class matter. We believe when 'this plan becomes better known, its use will be generally employed by large users of postage.

Over the Water and Back CANADA DRY GINGER ALE, INC. NEW YORK

Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

I have read PRINTERS' INK for such a long time that it is difficult for me to say exactly when it first came to my attention, but it was about fifteen years ago and I have been a fairly steady reader of it ever since.

When I was vice-president of the Goodyear Tire & Rubber Company of Canada, I found it of considerable help. When I went to Europe as European manager for the Goodyear Tire & Rubber Company of Akron, Ohio, I had my subscription transferred to London. The magazine was always circulated throughout the organization and was very much appreciated by all the men on the other side of the water.

P. D. Saylor,

Newspaper Campaign for

Nu-Lax Chewing Gum

Application has been made by
registration of Nu-Lax as a traismark for a chewing gum laxating
made by the Nu-Lax Products Compan,
Inc., Scranton, Pa. A newspaper caspaign is being planned which will be
enlarged to keep pace with the distribution of this product.

H. V. Cargar has joined the Ns.
Lax company as general manager. R.
Lax company as general manager. R.

H. V. Cargar has joined the Na-Lax company as general manager. Hawas recently sales and advertising ma-ager of the Munyon Remedy Company,

Scranton.

F. L. Hadley with "American Legion Monthly"

Fred L. Hadley, formerly on the Western staff of the Chilton-Class Pablications, representing Motor Age, Notor World Wholessle, and the Astronobile Trade Journal, has joined the Western staff of The American Legis Monthly. He will cover the Ohio tractions. ritory.

New Fiction Magazine Published

The Zest Publishing Corporation.

New York, has published the first is sue of Zest, a new monthly fiction magazine. Robert Thomas Hardy is president of the company. Chaire H. Baker, Jr., is vice-president and treasurer, and L. R. Englander is secretary.

Appoints Chicago Agency The Reinhard Brothers Company,

distributor, he Minneapolis, radio distributor, la placed its advertising account win Auspitz-Lee-Harvey, Chicago advertiing agency. A newspaper campaign is being planned.

Joins Montreal Publisher

J. B. Bennett has joined the Montreal office of the Thomas Skinner Publishing Company. He was previously with Fraser's Trade Directories, Montreal.

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	September	Chain-S	tore	Sales		
	September			9 Months	9 Months	%
Company	1926	1925	Gain	1926		Gain
F. W. Woolworth		\$18,129,308	6.6	\$164,949,506	\$156,036,611	5.7
J. C. Penney		8,316,967	27.7	73,106,852	\$6,450,846	29.5
S. S. Kresge		8,221,566		76,875,813	68,564,580	12.1
L. K. Liggett		3,559,168	27.2	38,173,249	31,029,273	23.0
S. H. Kress		3,449,739		33,118,950	29,198,731	13.4
W. T. Grant		2,176,318		21,955,166	18,589,791	18.1
McCrory Stores		2,288,244		21,708,426	18,847,378	131
Childs Company			6.4	19,166,425	17,710,547	46.0
Hartman Corporation		1,421,199	44.5	14,121,263	10,870,172	20.7
David Pender	. 875,706	675,102		7,660,617	5,881,338	30.4
Metropolitan	. 871,905	636,017	37.0	6,809,513	5,218,566	454
I. I. Newberry	. 812,381	550,762	47.5	5,960,513	4,099,347	14 8
Peoples Drug Stores	. 510,197	407,950		4,384,793	3,818,084	15.4
I. Silver & Bros	. 372,695	247,513		2,843,377	2,462,427 1,554,343	603
Neisner Bros	330,590	226,681		2,485,340	1,559,393	33.4
Fanny Farmer	275,833	218,965	25.9	2,226,143	1,667,783	8011



IF Chicago Elevated Advertising only sells your product to the train guard

IT PAYS FOR ITSELF,

and your sales message before an additional million-a-day passengers

IS DELIVERED GRATIS.



CHICAGO ELEVATED ADVERTISING CO.
509 South Franklin Street
Chicago, Ill.

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14, 1926

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76 Gain 11 5.7 46 29.5 80 12.1 73 23.0 31 13.4 91 18.1 778 151. 47 8.2 72 29.9 38 30.2 63 30.4 47 45.4 82 15.4 13 59.9 83 33.4

Your friend in IOWA



4. 1926

We'd Like To See Your Iowa Salesman

Our latch string is always out to your salesmen. Whether you are advertising or not, consider this a personal invitation for your men to avail themselves of the services of our merchandising department.

We'll supply them with accurate, up-to-the-minute route lists of Des Moines grocers and druggists. There is no charge for this service. We will also help them arrange the most advantageous routes for covering the dealers in the important surrounding territory. Lists of dealers in all principal lines for every Iowa postoffice are available.

Another service is the names and addresses of all Iowa jobbers in all lines from Keokuk to Sioux City.

If your salesman is covering Iowa for the first time, we can help him get maximum results and conserve his time. Contact with many advertising and sales campaigns has given this department a fund of worth while information on the Iowa market.

Possibly the problem of installing window displays troubles you.

We have solved this for others, probably we can help you.

We'd like you and your salesmen to think of this newspaper organization as "your friend in Iowa."

The Nes Moines Register and Tribune

175,000 DAILY

150,000 SUNDAY

Outdoor Advertising Company, Inc., is in poster advertising — Electrograph is in the field of dealerto-consumer Direct Mail.

Electrograph service is two-fold—mechanical and professional. Mechanically, batteries of patented equipment turn out multiple letters and mailing pieces, each perfectly localized and individualized. Professionally, Electrograph service is complete—marketing counsel, layout, copy, art . . . backed by years of practical application. Direct mail—to the consumer—through the dealer—for the factory.

THE ELECTROGRAPH COMPANY
Home Office: 725 West Grand Boulevard, Detroit, Michigan

Electrograph

Greated DIRECT-MAIL Cocalized

Individualized Distributed

In Illinois, Electrograph Advertising Service, Inc., Chicago is licensed to operate under Electrograph patents.

74 G . 12 (U.S.)

The Textile Industry Is Not an Advertising Novice

Thirty Years Ago There Were a Number of Large Textile Advertisers

By C. L. Cushing

Of the Economist Group

I these columns on August 5 questioned the propriety of PRINTERS' INK taking a skeptical attitude toward the then newly formed Cotton Textile Institute.* I suggested that if the textile in-dustry was the low end of advertising, it might be the fault of advertising rather than of textiles. The paragraph which focused my attention on this subject appeared on page 181 of PRINTERS' INK, July 8, and read in part, as fol-

14, 1926

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ben disposed to give advertising any consideration whatsoever. On those rare occasions when advertising has come up for discussion it has received pretty short shrift.

IN PRINTERS' INK of September 16, John R. Rutherford questioned my view that the textile industry was the low end of advertising.\$ He cited a number of "good" textile campaigns now running and referred me to the history of textile advertising.

To three-fourths of the men close to the textile industry "textiles" mean fabrics before they are made into form utilities such as cloaks and suits, sheets, hosiery, underwear, etc. The term is loosely used. But in everyday conversation "textiles" mean fabric only, whether cotton, silk, wool, linen, rayon or combinations of these.

While the Cotton Textile Institute is composed of manufacturers of cotton fabric, many of these manufacturers also produce other fabrics and many of the control men in this group also operate in the wool group. So I was speaking of the textile manufacturing industry as an advertiser.

However, to cite present campaigns or only the campaigns of the last five years is missing the real issue. Advertising has just about thirty years of textile adver-tising, or the absence of it, to answer for. The historian of this industry, if he knew the facts, could never accuse textiles of being a piker in advertising. Going back to the time when the first national advertising on textiles, including consumer effort, made its appearance, we find that this industry spent vast sums, as advertising appropriations were judged at the time.

Distinction should be made between advertising which succeeds and advertising which advertising men succeed in selling to the ad-It cost textiles many vertiser. millions to learn that, due to marketing conditions and productnature, a fabric brand could not be "household-worded" by the same methods which had popularized drug sundries.

About 1900, some of the largest textile manufacturers began to take national advertising in adult doses. But within the next fifteen years, most of this advertising had disappeared, leaving textiles bitter against advertising. Recently, the against autorial advertising began to be more in-telligently applied to this difficult subject. Those close to textiles can see that textile advertising is recovering from the black eye re-ceived in the 1900-1915 period. That is why I was surprised to find the advertising world inclined to snicker at the Cotton Textile Institute.

How much does an industry have to spend in various forms of advertising before it deserves a social nod from the advertising

^{* &}quot;Lo! The Poor Textile Industry," August 5, 1926, page 99. † "Cotton Needs Advertising," July 8,

^{1926.} page 181. ‡ "Textile Mills That Point the Advertising Way to the Industry," September 16, 1926, page 141.

Oct.

brotherhood? An advertiser may spend \$1,000,000 a year today without getting much attention. But consider what \$1,000,000 meant fifteen to twenty years ago, even when stretched over a five-to ten-year period!

You ask me to consult the files of the consumer and business press, Mr. Rutherford. I had already done that. But I consulted the files over a thirty-year period and not merely for five years back. Let us not confuse the issue by

taking only part of the picture. And, Mr. Schoolmaster, was the American Printing Company giving advertising "short shrift" when it advertised heavily to the consumer for four years beginning in 1902? Did A. G. Hyde & Co. "give advertising any consideration" when it spent a million dollars on "Hyde-Grade"? How about Wamsutta (not now, but years ago) and Arlington Mills, American Woolen Company, U. S. Worsted Company, Herbert Lederer, H. B. Claflin (Bontex), B. B. & R. Knight (Fruit-o'the-Loom), Clarence Whitman, Burton Brothers, Passaic Mills, Barnaby Manufacturing Company, Benns Brothers, Merrimac Mfg. Co., Bedford Mills and Berkeley Mills, etc., etc.?

Mills, etc., etc.?

For example, the files of a leading woman's magazine between 1906 and 1916 show that eighty fabric manufacturers used a grand total of 145,096 lines, but the mortality of these advertisers was as follows:

Advertised years	Number of advertiser
9	. î
8	3
7	1
6	6
5	3
4	. 9
3	9
2	17
1	29

Some few of these advertisers, true, stuck to their guns right through all this period. Some of them, after leaving advertising flat for a period, have started up again on a more safe and sane basis and give every indication of be-

coming permanent users of advertising. But the majority of them are still missing at roll call.

Of course textiles can be advertised successfully, but not in the same way, in the same length of time, for the same money, as other products. They can be advertised successfully to the consumer in magazines, newspapers, and so on They can be advertised successfully to the retailer in the business press, with reflex action upon the wholesale and garment manufacturing group, as the case may be But all the merchandising and advertising factors must be in a position of working balance and the various steps must be timed and placed with care.

At the present time, advertising

is admittedly operating in low gear in the vast textile industry, an industry which dwarfs all but a few others in size. The greatest capital investment and therefore the greatest advertising buying power rests with the manufacturers who turn out the fabric which forms the basis of all dry goods and ready to wear. During all this time there has been nothing basically wrong advertising. When called upon to do so, the consumer publications placed the advertising before the consumer and the business publications placed the advertisement before the retailer. The grief is that over a period of thirty years The grief is these textile manufacturers have bought so little advertising, in view of their vast buying power, and have bought so little that was successful, in comparison with

Silverware Account to Calkins & Holden

than the textile man.

advertising in other industries. The raspberry, however, belongs on the advertising man rather

The Rogers, Lunt & Bowlen Ca, Springfield, Mass., manufacturer of starling silverware, has placed its advertising account with Calkins & Holden, Inc., New York.

Noble K. Jones, recently with the Harrison-Guthrie Agency, Minneapolis, has joined the sales staff of the Harrison & Smith Co., Minneapolis, printing. 4, 1926

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Over a BILLION DOLLARS to Spend

In∼. Oklahoma

The Most Prosperous State in the Nation Today

The people of Oklahoma have over a Billion Dollars to spend . . \$1,167,222,000 to be exact . . . as a result of their agricultural, mineral and manufacturing production for the year, according to the state board of agriculture.

The State is Wealthy!

The income tax for the State of Oklahoma, year ending June 30, 1926, amounted to \$15,788,615.86, according to government reports. A gain of 61 per cent. Income tax is a true gauge of prosperity.

The State is Prosperous!

The business condition map in the October number of "The Nation's Business" shows practically all of Oklahoma in the white area of good business.

Business is Good!

The "Magic Empire," key market of Oklahoma, is the center of the state's wealth, population, resources and prosperity. If you would share in the Billion Dollar production income of Oklahoma, the "Magic Empire" is the logical market for concentration.

Share in This Business!

For entrance and distribution you'll need only the Tulsa World . . . only through the Tulsa World can you gain influence and coverage. It is the newspaper of the "Magic Empire."

TULSA-WORLD

Oklahoma's Greatest Newspaper

Morning

Evening

Sunday

The newspaper that made the "Magic Empire" Oklahoma's greatest

ADVERTISING REPRESENTATIVES

The Ford-Parsons Co.

360 N. Michigan Ave., Chicago
58 Sutter St., San Francisco

Bryant, Griffith & Brunson 9 East 41st St., New York 201 Devonshire St., Boston Walton Bidg., Atlanta, Ga. Davies, Dillon and Kelly 767 Land Bank Bidg. Kansas City, Ma.

Don't Tie the Hands of the Artist

If He Wants to Make, for Example, Some Startling Pictorial Comparisons, Let Him Do It

By W. Livingston Larned

IN a recent advertisement for Reading wrought iron pipe, the illustration featured a man's hand holding a rust-scarred safety-razor blade up to a headline, which read: "Let This Be a Warning!"

Below, an enclosed wash illus-

disclosed tration man and wife seated at a breakfast table. The overhead piping had gone wrong and stream of water leaked down, much to their surprise and chagrin. But why the razor blade as the emphasized pictorial motif?

It's really quite simple when you read the first few lines of

text.

"Remember the other morning when you picked up that razor blade which you had neglected to wipe Remember the rust spots on it? That shows you how quickly just a few drops of water will cause steel to corrode. You hardly would that material for your water pipes, would

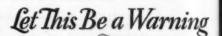
"Yet, on account of false ideas of economy, thousands of

feet of steel pipe are used every year. Some people learn, only after an unfortunate experience with a succession of leaks, ruined wall-paper, plaster and furniture, that wrought iron is the one really economical pipe material."

The point is made and the comparison drawn without effort. Anyone can "get it." There is no forced argument and no farfetched illustration. This is quite

different from the which features a comparison that is terribly forced.

It is by no means easy to illustrate or to describe the vital im-portance of sufficient fire-surface in the construction of a modern heating plant. Words clutter the







THIS COPY SUCCESSFULLY TIES UP A RAZOR BLADE AND WATER PIPES

> page in the attempt and diagrammatic drawings of the interior of the device help very little. People do not seem to want to take the

> time to study them out.
> The H. B. Smith Company believes that one of its most important advertising arguments is to elaborate this general thought:
> "Only so much heat can be absorbed by the fire surface of a boiler. If you liberate from your

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Again we take pleasure in calling attention to the

Growing Popularity of The Baltimore News

September 1926* showed an increase in circulation of 22,953 net paid daily over September 1925—

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September 1926 showed an increase of 39,404 agate lines of local advertising over September, 1925.

Draw Your Own Conclusions!

* Average net paid daily Circulation for September, 1926

126,252

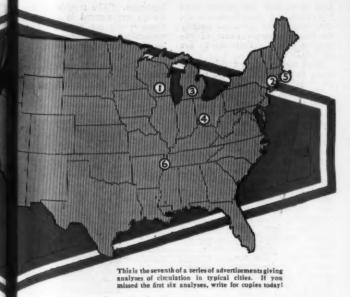


The SEATTLE dithe

-business executives direct 55,000 workers in 150 factories, representing almost one-third of the entire industrial activities of a state which leads the work in the manufacture of shingles, packs 288,000,000 cans of salmon a year, and saws 6,239,000,000 board feet of lumber annually. They control the production of \$340,000,000 worth of goods annually-a increase of 980% in 15 years.

Seattle is the trading and industrial center of an important and rapidly growing market of richest possibilities for advertisers to Business.





the circulation of here who control policies and purchases.

		50
170		24
71	Accountancy Executives	22
		22
		20
	Purchasing Agents	16
	Credit Managers	13
		8
47	Sub-Total (80.1%)11	19
10	OPERATING AND MISCELLANEOUS	
		90
		68
181	Miscellaneous	20
107	Total (100%)	07
	170 71 239 57 62 47 10	170 71 Accountancy Executives. Office Managers Financial Executives. 9239 Credit Managers. 762 47 10 OPERATING AND MISCELLANEOUS Salesmen. 181 Miscellaneous.

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The MAGAZINE of BUSINESS

CHICAGO

fuel more heat per minute than you have fire surface to absorb, the excess heat units go merrily up the chimney—a waste of ex-pensive fuel. You need fire pensive fuel. surface."

Therefore, generous space is devoted to a drawing of a water tap, a funnel thrust into the neck of a bottle. Although the bottle is not as yet filled, water is overflowing down the sides. These details are superimposed against a vivid black back ground, and the picture is unusual and

interesting.

"Why does this funnel overflow?" the headline inquires of the reader. "The answer is simple-more water is flowing in at the top than can possibly flow out through the narrow neck of the funnel at the bottom. But how does this kindergarten problem affect your com-fort and purse? Because this simple illustration, applied to the field of heating, gives an accurate answer to the important problem, 'How to reduce the cost of heat-Only a certain amount of water can flow through the neck of a funnel in a given

length of time. To let in more water than can pass through is waste."

The comparison is entirely logical. It makes an exceedingly technical point comparatively easy to understand, and yet does it in a way that does not give the impression of straining for an effect.

It is not easy, in an illustration, to picture to the average man how much he uses his feet, in a business day, and how important a part they play in success, efficiency and

happiness. "The trouble we have always experienced in advertising shoes which are constructed scientifically," said a manufacture "is to impress men with the real well and good, but this leaves take this subject of shoes semuch to be desired in the matter riously. If a pair of shoes look of visualizing the idea. ask.

Why does this funnel overflow

Bot how done that among area purablem offect your constrot and purse! Bocause this simple illu-tration, applied to the field of HEATING, given us an accurate sensors to the important problem, "How to roduce the Cost of Heat-



The neck of a funnel corresponds to the Fire Surface of a Boiler-

when property of unity on flow inp., and are some conformity based in stress that is sufficiently all worker, no easier has the stand but it becomes. It is not controlled to the stand but it becomes from the flow of the stand but it becomes to the stand

THE ARTIST HAS SUCCEEDED IN MAKING A TECHNICAL POINT INTERESTING WITH THIS LOGICAL COMPARISON

> "It was this acknowledged sales resistance and argument-indifference which prompted us to change entirely our method of copy writing and illustrating. Something more strenuous was necessary."

> Which brings to mind a new illustration for Cantilever shoes. It is the newer idea in compelling more careful consideration for a product ordinarily not analyzed from every angle by the prospect. Two prize-fighters face each other hi the ring, at a tense moment.

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They are agile on their feet, the referee watching every move of their catlike maneuvers. work-" says the headline; "every man is in the ring from morning

till night. "An athlete in the ring, on the baseball diamond or on the gridiron is no better than his feet. Footwork is vital to him. For if his feet fail he cannot play the game. The same is true of the man who just fights the daily battle. Footwork is part of every man's job. Most men take more steps than they realize, thousands of steps every day. And don't know that their lagging energy may be due to their shoes. just as necessary that a business or professional man should have the right kind of shoes to help him through the day as it is for an athlete to have special shoes to win his game."

One way of picturing engine power is to show an automobile speeding up a mountainside. This idea has been employed until it is an old, old story. The new license in imaginative advertising says: "It is not necessary to be painfully literal. Look around you and find apt comparisons. Where else does power express itself? Your job is accomplished when your illustration visualizes power."

SYMBOLS OF POWER

Ten years ago, it would not have occurred to the advertiser to picture giant waves beating helplessly against the rock foundation of a lighthouse, or Niagara's thundering volume as it crashed down into the mist and spume of the river. Yet both are true symbols of great power, as surely and as graphically visualized as is possible on any canvas. The point seems to he that more latitude of idea must be granted; more imagination is required. The literal picture which is chained to the product is by no means the best, as applied to our present generation of prospects.

As a small pictorial feature of a Murphy varnish advertisement there was used a simple drawing of a horseshoe, an object as apparently far removed from the product itself as might be found. But the advertiser desired to con-

vey a certain idea, as follows:
"You know the old jingle, 'For want of a nail, a shoe was lost. Put off painting the car, and soon you'll feel you'll want to trade it in. You won't get as much for it as you would if it looked as good

as it actually is."

People might note, with indifference, the small nameplate on a telephone receiver, under-estimating its true importance and significance. But Western Electric advertising discovers a way to stress the point. There are companion reproductions of the telephone instrument and a very rare old silver cup by Lamerie, dated 1742, and bearing the accredited hallmark of that period and the maker. By this comparison, the manufacturer suggests the wisdom of giving proper consideration to any product's "hallmark." are as vital today as ever they were on masterpieces of old.

It is not easy, either, to describe or picture the mechanical principles of certain products, but it can be done, in the new way, by drawing parallels and giving perfectly obvious comparisons. example, there is a sharp contrast between a spirited battle scene based on the Great War, as a field-gun goes into action against the enemy, and a Houdaille Shock-Absorber. An illustration picturing the two represents the advertiser's earnest attempt to illustrate the principles of his product and the connection and use of the material is far more legitimate than a casual critic might take for granted:

"It was Maurice Houdaille, of Paris, France, who, as co-worker in the invention of the hydraulic recoil mechanism of the famous French '35' made possible the greatest field gun of the World War. And it was this same master engineer who, in 1909, applied this identical hydraulic shockabsorbing principle to the automobile."

In an endeavor to impress both husband and wife with the fact that oil-burning heat plants are the modern idea, and that when the old-style furnace is used the



HEAR the rumble of his coach. There he goes pelting down sandy roadway or across the flinty stretches of the Stone his Valley. It is "the old man"—the private owner of a weighty miles of highway leveled and drained under his direction with its own capital. He is making his periodic rounds of the toll host collecting the interest on his investment.

But — that was in the day of privately-owned roads who Tennessee was an infant state in the Union. Is it appeared that still lingers in the memory of space-buyers told who, immured in the fastnesses of lower Manhattan, may be their lists for a modern merchandising effort in the New South?



TODAY, across shining highways, the city of Memphis draws toll from an empire that tions three states.

ndreds of miles of new concrete or hard surfaced highways have been added the other multiple miles of road that traverse the southwestern quarter of messee, the upper half of Mississippi and the eastern quarter of Arkansas, form the Tri-State Empire, dominated by Memphis.

te the days of Reconstruction Memphis has won its independence from King ton. A multiplicity and diversification of industry make this rich area fertile and for selling campaigns whether cotton is high or low.

erve the diversification in this partial list of Memphis products:

Hardwood Lumber and Forest Products Cottonseed Products Drugs and Pharmaceuticals

toda

Steel and Iron Products Flour and Meal Candies, Syrups, Beverages

h a weekly payroll of \$1,867,760, Memphis leads in trade volume eight of the or cities of the South.

New South finds its brightest example in the Memphis territory.

ou are planning a national campaign let us help you with new facts about New South.

THE COMMERCIAL APPEAL

THE JOHN BUDD CO.

National Advertising Representatives

New York Chicago Los Angele St. Louis San Francisco Atlant

Memphis

the Brightest Spot in the New South!

Oct. 14,

C

Ne

woman of the household is literally compelled to make a drudge of herself, while her husband is away, Oil-O-Matic advertising illustrations always carry, somewhere, the "shadow of the coal shovel" which is a symbol of furnace-feeding difficulties.

Surely this is a more dramatic concept, for illustrative purposes and for continuity, than a season of pictures of women nutting coal into a heating plant in the basement. For one thing, it permits of a wide range of backgrounds and situations. For instance, the husband and wife, seated in a box, at the theatre, are confronted by that inevitable shadow, as an example. The artist can "climb out of the basement."

It is not true that Hassler Shock Absorbers are used on Blimps, but this does not prevent the advertiser from portraying, in a beautiful and artistic manner, a giant dirigible, as it glides from its shed, noiselessly and without effort.

"Smooth going. The marvel of a great silver ship, lighter than air, slipping silently out of her hangar and away into the immeasurable blue. Unthinkable! Yes. But no more so than your motor car rolling quietly out of its garage and off, whithersoever, to your heart's desire. Both are miracles-both masterful answers of science to this insatiable, new-day demand for limitless travel, super-comfort and for smooth going."

Do not tie the hands of the artist who illustrates the campaign by asking him to be literal. The proper use of comparisons may mean the difference between a series of poorly executed drawings and illustrations which compel attention.

R. H. Smith Joins Moser &

Cotins Robert Hall Smith has been appointed manager of the production department of Moser & Cotins, Utica, N. Y., advertising agency. He had been assistant manager of the production department of The Blackman Company, Inc., New York, for the last six years and formerly was with Barton, Durstine & Osborn, Inc.

S. C. Stewart to Head Western Council

Western Council
S. C. Stewart, of the Stewart-Dun
Advertising Agency, Chicago, has been
elected chairman of the Western Coucil of the American Association of Advertising Agencies for the coming year.
He will succeed Henry D. Sulcer, of
Vanderhoof & Company.
Heber H. Smith, of The Green, Fulton, Cunningham Company, was elected
vice-chairman and D. D. Warner, of
the Mason Warner Company, was
elected secretary-treasurer.

the Mason Warner Company, was elected secretary-treasurer. The board of governors will include: J. A. Dickson, Mitchell-Faust Adve-tising Company; P. V. Troup, Lord & Thomas and Logan; H. T. Stantes, J. Walter Thompson Company, and Mr. Sulcer.

The new officers will take over the administration of the council following the annual meeting of the association which is to be held at Washington on October 26 and 27.

Newspaper Campaign for Coast Dry Battery Company

An advertising campaign is in pre-aration, featuring the radio batteris made by The Coast Dry Battery Cor-pany, Seattle, Wash. Radio pages in Pacific Coast newspapers will be used for this campaign. Ryan-Miine-Gibeo, Inc., advertising agency, also of Seattle, will direct this campaign.

Betty Lee Dress Account for Foote & Morgan

H. K. Jacobs & Company, Inc., New York, manufacturer of Betty Lee dresses and sportswear, has appointed Foote & Morgan, Inc., New York ad-vertising agency, to direct its advertising account.

E. K. Nolden with Allied Newspapers

E. K. Nolden, formerly with and at one time with Erwin, Wasey & Company, Chicago advertising and at one and a company, Chicago advertising agency, has joined the Chicago staff of Allied Newspapers, Inc., publishers' representative.

With "Monument and Cemetery Review"

Theodore B. Metzger, formerly advertising manager of the Buffalo., N.Y. Chamber of Commerce, has been made advertising manager of the Monument and Commetery Review, also of Buffalo.

A. H. Miller Joins Loomis-Potts Agency

A. H. Miller, formerly copy chief of the Ferry-Hanly Advertising Company, Kansas City, Mo., has joined the Loomis-Potts Advertising Company, slss of that city, in a similar capacity.

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Sales

to the 150,000 ultimate consumers

in the prosperous New England territory of The Pawtucket Times are, of course, dependent on adequate advertising support.

As no other newspaper has any appreciable circulation among these 30,000 homes, it naturally follows that advertising to be efficient must be placed in the only newspaper covering this section of Rhode Island.

The Palntucket Times

Six Months Ending September, 1926

Net Paid Circulation 27,548

Daily Average

Providence merchants point the way for intelligent national advertising by their choice of the Pawtucket Times as their chief advertising medium in addition to one Providence paper.

National Representatives:

GILMAN, NICOLL & RUTHMAN

New York

Chicago

Boston

San Francisco

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CLAUDE C. HOPKINS

now associated with

KLING-GIBSON COMPANY

Mr. Hopkins has long been considered one of the outstanding authorities in advertising. He has spent 35 years in the vortex of advertising, including 17 years as copy-head of Lord & Thomas and for a number of years as its president.

He has written and directed a vast volume of advertising, largely on enterprises which stand today among the leading advertising successes. He is the author of numerous books on the subject of advertising, among which is "Scientific Advertising," which has been translated

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into many languages. He also wrote "Safe Advertising," "Money Makers," etc.

By writings, speeches and example, Mr. Hopkins has for many years been the leading advocate of traced advertising, the chief opponent of all guesswork. He stands for the utmost efficiency in advertising—feeling one's way—comparing ads and methods by known results—learning the cost per customer and the sale per customer—letting the thousands decide what the millions will do before proceeding far.

By countless demonstrations he has proved that advertising based on mere opinion involves enormous waste. His writings tell how anyone can prove it.

His success has come through avoiding mistakes, and developing the maximum selling power, through accurate tests and comparisons. Thus he has shown a large number of advertisers how to multiply results.

Mr. Hopkins will be glad to discuss these principles with present and prospective advertisers without obligation. And any advertiser will profit greatly by such an invitation.

A New Pamphlet

We have just issued a new booklet by Mr. Hopkins— "Taking the Guess Out of Advertising." It deals in detail with his latest conclusions and methods and illustrates them by examples. Advertisers will find in this pamphlet a mine of valuable suggestions, based on vast experience. May we mail it to you—free?

Kling-Gibson
Sio SOUTH MICHIGAN AVENUE . CHICAGO

Advertising

These Specialty Shops Are Giving the Department Stores a Battle

They Are Advertising Co-operatively in Newspapers and Are Developing Other Plans Designed to Keep Them in the Running

THE small specialty merchants of metropolitan cities frequently find their calls for public patronage often go unheard due to lack of distinctiveness or volume, and that the lion's share of the business goes to the towering department

stores with their mass and appeal massed advertising. Realizing this state of affairs, and believing that the small specialty store has a definite place to fill in the modern scheme of distribution, a group of enterprising merchants of Portland, Oreg., has tackled the job of bringing the specialty store into its own. The vehicle is an organization called the Greater Portland Association, with over 100 participating members, representing virtually all classes of specialty retailers, and multiple representation for each class, whether selling service or merchandise.

The published principles and purposes of the organization are as follows:

are as follows:

1. To promote goodwill and business for
and between specialty merchants.

2. To show to employees of the specialty merchants that their interests lie in the promotion of the business of the specialty stores.

 To sell to owners of Portland property the thought that their prosperity is greatly influenced by the prosperity of the specialty merchants.

4. To use all lawful methods to advise the public that there are many specialty merchants worthy of their patronage, and to ask that they patronize these worthy shopa 5. In so far as possible, to influence specialty merchants to the belief that good-will, umselfish service, mutual helpfulness and α-ganized effort will bring rewards both certain and adequate.

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THE PRICE APPEAL IS AVOIDED IN THIS SERIES OF CO-OFERATIVE NEWSPAPER ADVERTISEMENTS

It will be seen by the foregoing that the program of the Greater Portland Association is essentially educational, and that it has two major aspects—to develop public interest in the specialty store and to stimulate an interest among the specialty merchant and his employees in their own business.

The first of these aims is accomplished through a pretentions program of institutional advertising in the daily newspapers of the city. Full-page advertisements are /Ing

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used. These advertisements emphasize that price is not the sole measure of value. The messages are run once a week in all of the city dailies.

"Patronize the Specialty Store," is the slogan about which the campaign is woven, but more significant is the fact that the public is not only advised to patronize the specialty store, but that this suggestion is backed by convincing

reason-why copy.

Here is a typical copy argument:

To make a woman more beautiful is the work of a specialist. To make an individual stand out distinctively as a well-groomed man or woman—this is the function of the specialty store.

the function or the specialty store. The specialty store does more than merely sell merchandise—it specializes in a single line that it may learn to better apply the things you buy. This is the art of properly fitting and selling goods to the type and color and temperament of the individual.

The price appeal is never made, but the economy of well-selected, quality merchandise is emphasized in this manner:

Get acquainted with the men who own Portland's specialty shops. Place yourselves in their hands—use the knowledge of color and type and fashion that has taken them from the clerk stage—has made them specialty merchants—waiting to serve and individualize you

One dress that makes you stand out as an individual—one pair of shoes that make your feet distinctive—one hat brings out your charm, your persoality—one piece of furniture that commands attention—one item of this type is worth a dozen bought just because it was "cheap."

The preciater merchant is your ser-

The specialty merchant is your servant—cultivate his acquaintance—place your budget in his hands and note the economy in the end.

On the same day in which the big co-operation advertisement is run, the member merchants go into the display columns of the newspapers with their own advertisements. As a further tie-up, many of the merchants cut out the big joint advertisement and put it in their windows alongside a copy of their own advertisement. Some merchants have painted the association emblem on the sides of detrucks. Thousands gummed emblem stickers have been made available for use on envelopes, letterheads, bills, statements,

These things are all designed to appeal to the public, but what goes on behind the scenes is more significant—representing a sincere desire on the part of the merchant and his assistants to translate the promised word into specific action.

To this end, the association conducts diverse activities among its own people. First in importance, perhaps, is the school of instruction in retail salesmanship held every Monday evening for fifteen weeks, beginning in September. It is virtually a university lecture course, for members and their employees, in general salesmanship and merchandising and later in buying, window trimming and dis-

There is another activity that is closely associated with the weekly classes. The association has a professional shopper, whose identity is hidden, and who keeps a card index system of calls. Upon request of individual members, the shopper, known as "Georgianna," reports findings in the form of constructive criticisms to the members concerned. Her varied experiences make ideal subject matter for round-table discussions, and are also used as illustrations of vices and virtues at the sales classes, because they are actual examples and close to home.

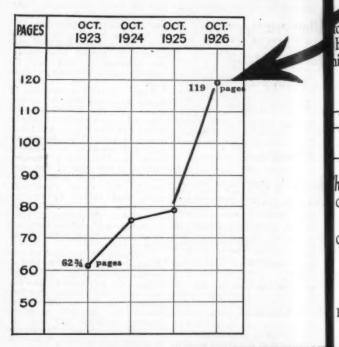
Georgianna's report card on employees gives a cue as to the kind of information she seeks. Below the name of the individual we note the following points: hobbies, first impression, G. P. A. activity interested in, approach, attention, courtesy, patience, tact and diplomacy, cheerfulness, knowledge of goods, enthusiasm, a boost for specialty merchants, attitude toward G. P. A., record of attendance at sales classes.

A card is also kept for each member firm, giving among other things the following points of information: gross annual business, first impression of store, window display, stock assortment, lighting, service, interchange, store appearance, stock arrangement, etc.

In connection with Georgianna's

Record

by advertising publish



You can secure through HARDWARE DEALE MAGAZINE this complete coverage of Hardwatores of \$10,000 stock or more at a cost per the sand for standard size page LOWER than that any other Hardware paper.

Only through HARDWARE DEALERS' MAG ZINE can you get this complete coverage w standard size advertising. lish

mashed

October 1

ollowing upon the enlarged circulation HARDWARE DEALERS' MAGAZINE hich now gives

COMPLETE COVERAGE

-All Hardware Stores of \$10,000 Stock or More -All Department Stores Handling Hardware and House Furnishings -All Hardware Jobbers

he Advertiser Gets:

Complete coverage of Hardware jobbers, U.S.A. and Canada, also leading Hardware jobber buyers, salesmen, agents and distributors . . 5,494 Complete coverage of every Hardware store with merchandise stock of \$10,000 or more in every state of U.S.A., and every province of Canada (including 956 department stores, with Hardware or housefurnishing departments, throughout the U.S.A.) . . . Export houses and miscellaneous. GUARANTEED CIRCULATION

370 Seventh Avenue, New York

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shopping tours, a contest was conducted with prizes awarded to those who offered the best service to her, based on the observance of the points previously referred to on the employee's report card.

Supplementing this educational work is a monthly magazine containing classified and alphabetical directories of members together with helpful information regarding management and conducting of specialty stores. Employees have a department in this magazine, devoted exclusively to their problems.

The cost of the co-operative advertising runs up to \$1,200 per month and is raised entirely by voluntary donations from the aggregate of specialty store merchants in Portland. Donations to the advertising fund are strictly The reason for assessing the membership is because of the monthly dues these stores must pay into the association. Since the membership dues constitute the principal source of revenue and are largely absorbed by maintenance and overhead, it is not found very difficult to keep up an institutional advertising budget by optional private subscriptions.

New Account for Chicago Agency

The Wolf Manufacturing Industries, Quincy, Ill., manufacturers of radio cabinets and phonographs, have placed their advertising account with The Irwin L. Rosenberg Company, Chicago advertising agency. Newspaper, magazines and trade publications will be used. The I. J. Grass Noodle Company, Chicago, has also placed its account with this agency. Newspapers will be used for this account.

Fred C. Coleman Dead

Fred C. Coleman, for the last seven years with the advertising department of Paul Block, Inc., publishers' representative, New York, died at New York last week. He was about forty-seven years old. Mr. Coleman had been with the Butterick Publishing Company for fifteen years,

Appointed by "United States Tobacco Journal"

John W. Dick has been made advertising manager of the United States Tobacco Journal, New York. He was formerly assistant advertising manager of Tobacco Leaf, also of New York.

Eighth District Convention Gets Under Way

When the first session of the man meeting of the Eighth District of the International Advertising Association opened in Minneapolis on October II, there were about 250 delegates in attodance. As this issue goes to press the convention is still in session. Into graphic report from Printers Into representative, giving the highlight of the sessions on the opening day, follow:

the sessions on the opening day, follow:
First annual convention since 192.
Outstanding points in first day's sense include plans for new spirit in did and formation of new clubs through the three States, Minnesota, North Dakus and Montana. Likewise perfecing miniature speakers bureau, supplying smaller advertising clubs.
C. K. Woodbridge, tracing growth dimovement in world declared that in America advertising has become comen language of trade and can do main

C. K. Woodbridge, tracing growth chat in America advertising has become common language of trade and can do much to develop market for competing business enterprises. A. M. Candee, Nitional Enameling and Stamping Capany, stated that thinking in terms of the other fellow gets message across. Advertiser must first find theme the

pany, stated that thinking in terms of the other fellow gets message areas. Advertiser must first find theme the think out plan.

W. R. Patterson, Pabst Corporation, describing marketing of Pabstett, a see cheese, defined four fundamentals in marketing a new product. First, secure competent agency for direction of caspaign; second, be sure product is right in every way; third, formulate constructive, creative, consistent sales policy fourth, sell dealer thoroughly on mechandise itself. Said present hand-mouth buying policy not best as manifacturer carries inventory but that happy medium must be reached.

H. E. Lesan and K. L. Hamman Become Associates

H. E. Lesan, president of The H. E. Lesan Advertising Agency, Inc., New York, has been elected vice-president of the Hamman group of advertising agencies on the Pacific Coast. K. L. Hamman, of K. L. Hamman-Advertising, Oakland, Calif., at the same time has become vice-president of the Lesan agency. The affiliated agencies are: The Johnston-Ayres Company, Samerancisco; the H. E. Lesan Advertising Agency; K. L. Hamman-Advertising Agency; K. L. Hamman-Advertising Agency; K. S. Hamman-Advertising Agency; St. Petersburg, Fla., and the L. S. Gilham Company, Los Angeles.

G. N. Wallace, Secretary, Charles W. Hoyt Agency

George N. Wallace, formerly with the Charles W. Hoyt Company, Inc., New York advertising agency, has returned to that agency in the capacity of secretary. For the last few years he has been with Alfred Wallerstein, Inc., advertising agency, also of New York, at an account executive and assistant to the president.

"The Barron Group"

Strongest Concentrated Business and Financial Executive Circulation in the World

The Wall Street Journal Boston News Bureau Barron's

"The National Financial Weekly"

Space can now be purchased at Combination rates

This new arrangement offers advertisers a coverage of Business and Financial Executives unparalleled by any other media at comparable cost. The combined circulations of the "BARRON GROUP" represents by far the highest purchasing power in the country . . . reaching the wealthiest buyers from coast to coast.

44 Broad Street, N.Y. 30 Kilby Street, Boston

the annual rict of the Association October 11, is in attendo press the 2. A tele-

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At last you can measure agency service—

Not with a yardstick but a micrometer

"Check-List Contracts" take away the mystery.

MR. LASKER says (Printers' Ink, Sept. 16, 1926), "What, for example, has caused advertisers to debate whether the agent rightfully earns his commission?"

And again, "The advertiser, on the other hand, should have a clear idea of just what the agency can do, or should do, for his business."

"Check-List Contracts for Advertising Service" is the result of a seven-year hunt for a really handy measuring device—something to stop the debate. Whether the agency wants to restrict itself to preparation and placing or to spread all over the map, the contract forms in this book meet every situation.

The key to clear client-agency contracts is a check-list of operations. Cross out those that don't belong and the remainder define the agency's job. Check the agency's performance on each operation by itself and it's easy to see where it's good or bad.

This book is for the agency that has a lot to sell and wants credit for it—for the advertiser that deserves a lot of service and wants to be able to put his finger on the spot where service is weak.

You can't standardize agency service, but with these check lists you can measure it and set the measure fresh every time your conditions change.



Who wrote it?

Lynn Ellis, author, was a vicepresident and director of the H. K. McCann Company at the time of his resignation, October 1, 1925 in fact continued as a director until September 22, last.

He has been a director of the A.N.A. and a vice-president of the A.A.C.W. He was a member of the Board of Governors, New York Council, A.A.A.A., for 24 hours, elected the day before his leaving active agency practice was announced.

He opened the McCann office in Cleveland, made a profit every year for eight years and left a staff of twenty-five exceptionally well-trained people there on coming to the Home Office in New York, early in 1923.

As an agency service director he has given and supervised service on perhaps forty accounts, including such names as Standard Oil Co. (N. J.), Standard Oil Co. (Ohio), Perfection Stove, Cleveland Tractor, Holt Caterpillar, Mack Trucks, Gabriel Snubbers and Tappan Stove.

He quit the agency business to study it—to work out these checklists and other devices for the betterment of agency service. t. 14, 1926

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What's in the book?

100 letter-size pages of concrete stuff you need every day.

Agency services are first classified as "conventional," "related" and "convenience," the latter including "craft" and "collateral."

Conventional advertising services, for example, are then classified as publication display," "point," direct," and "publication class-

Each advertising service is then divided into groups-preparation, preparational purchasing, space purchasing and quantity purchasing. Next, these groups are sub-divided into operations which split up even the individual's job.

A clearly written agreement form covers each of fifteen major services, each with its service index and easy means for cutting out the operations not desired.

For cost-keeping purposes, every operations paragraph is given a simple functional code.

A 10-page section (8 x 10) called Working Classification" carries concrete definitions—a dictionary of exact and much-needed terminology.

Who can use it and what for?

Advertisers-to size up agencies, at least as to scope; to divide the job with the agency; to reach a clear understanding and to check performance.

Agencies-to present qualifications in orderly fashion; to simplify contracting with clients; to guide cost-keeping and to train employes.

Students-to choose between fields for study, to guide study and check progress.

Space vendors-to judge qualifications of agencies for recognition; to advise new advertisers what to expect from agencies; to indicate to agencies what service is expected in return for commissions.

Miscellaneous Services-to shape service to fit agency needs and avoid duplication; to talk in agency terms and know where to "hook on."

Attorneys—to save a lot of time learning what the advertising agency business is all about.

Almost anybody-to follow in making a functional classification of any complicated job.

Send for this book today—the edition is limited.

It has cost Lynn Ellis substantially \$50,000.00 to lay off, produce 2,000 copies of this book and get ready to follow through with organization and management advice based on it. You can get a copy for ten dollars now-the next edition will cost more. Mail your check today.

LYNN ELLIS, Inc.

Advertising Relations and Management

One Madison Avenue

Room 346—Desk A-1 New York



Charles Daniel Frey

Advertising

INCORPORATED

30 North Michigan Avenue Chicago, Illinois

CLIENTS

Crane Co.
The Simmons Company
The Chicago Tribune
S. Karpen & Bros.
The Atlas Portland Cement Company
United States Radiator Corporation
Wilson Brothers

MAGAZINE
NEWSPAPER
OUTDOOR
DIRECT MAIL

The Trade Commission's Attitude on the "Free" Offer

According to Commissioner Humphrey, the Word "Free" Is, Generally Speaking, a Badge of Fraud

NEW ORLEANS ASSOCIATION OF

COMMERCE Editor of PRINTERS' INK: I shall appreciate it greatly if you will send me a copy of the ruling of the Federal Trade Commission on "free

My interpretation is that representa-tions that any part of a combination offer is free—when the purchaser must pay for whole or part of the combina-

hibited.
The attorney of a retailer here—a grocery chain—has told his client that specific or limited purchases in consection with a free offer would be soluting the commission's ruling. On nection with a free oner would be violating the commission's ruling. On the other hand, he says that offering a gift free with the purchase of a certain amount of any merchandise in the store, is legitimate and does not violate the agreement.

Your opinion, together with a copy of the ruling, will help us in cleaning up misleading advertising here.

NEW ORLEANS ASSOCIATION OF COMMERCE, SAM. B. DUNBAR, Secretary, Retail Merchants Bureau.

So far as could be learned, the Federal Trade Commission has never issued any general ruling or report on the question of free offers and deals. However, the subject is one regarding which the Commission receives many quiries, and its attitude toward the various kinds of free offers is well set forth in the records of the numerous cases in which it has issued complaints and others in which it has issued orders to cease

and desist.

Two cases that are typical, in which orders were issued, were those of the Commission versus Hygienic Laboratories and the Standard Education Society. In the first of these, the record describes an offer which was advertised as "A Special Free Trial Offer," concerning the preparation designated by the respondent as "Kolor-Bak." This was followed by the statement in the advertisements that by filling out and returning the coupons anyone would be entitled to receive the free trial privilege.

But upon receipt of the counons, so the findings as to the facts relate, the respondent sent to the persons named a letter with a booklet wherein the terms of the so-called "Special Free Trial Offer" were set out. The terms required the customer to send to the respondent \$7.50 in payment for six bottles of "Kolor-Bak," upon the condition that if the preparation failed fully to satisfy the customer after using the six bottles as directed, then the \$7.50 would be returned promptly and without argument, the customer to be the sole judge as to whether he was satisfied.

While there were other phases of the case to which the Federal Trade Commission objected, in its order to cease and desist it specifically mentioned that this part of the respondent's advertising was what is commercially known as a conditional money-back offer, and was not a free trial offer.

In the case of the Standard Education Society, the findings as to the facts indicate that respon-dents sold "The Standard Loose Leaf Extension Service" at a special price and then gave as an alleged free gift "The Standard Reference Work" to every purchaser. This the Commission objected to, and reported thus:

"The aforesaid representations made by respondent are misleading, in that the price asked for the Extension Service is the usual and customary price obtained by the respondent for both the 'Extension Service' and the pretended gift."

Many other cases could be cited to show that the Federal Trade Commission considers free offers of the kind to be misleading and unfair, and that it accepts the literal meaning of the word "free," which is, according to the "without Standard Dictionary, fee; gratuitous."

In regard to the case mentioned

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by Mr. Dunbar, it is doubtful that the Federal Trade Commission would have jurisdiction, since the enfire transaction appears to be intrastate. In that case, it is probable that the advertiser may be dissuaded on ethical grounds. There is no doubt that a majority of the public looks upon all free offers with suspicion and prejudice, and for this reason it is likely that a free offer will drive away more business than it will create. Recently, in discussing fraudulent advertising of several kinds, Federal Trade Commissioner Humphrey declared that, in advertising, the word "free" was, generally speaking a badge of fraud.-[Ed. PRINTERS' INK.

Advertises Landmarks to Stimulate Taxi Riding

ulate Taxi Riding

The Yellow Cab Company, Philadelphia, in Philadelphia newspaper copy, is advertising a series of local historical tours. The object is to sell the citizens of Philadelphia on their city's points of interest. "Know your own city" is the slogan. A series of illustrations of historical buildings, such as Independence Hall, the Betsy Ross House, and the William Penn House, are shown in one advertisement together with a large picture of a Yellow taxi. The copy ties up with the Sesqui-Centennial and hosts are urged to show their guests not only the Sesqui but the historical places of Philadelphia as well and, in doing so, to "use a Yellow."

This same plan has been used by the Philadelphia Rapid Transit for its cars and buses. The Yellow Cab Company is now under the same management.

Stock Feed to Be Advertised in Central West

The Moorman Manufacturing Company, Quincy, III., Moor Man's mineral feeds for stock and poultry, has placed its advertising account with the Wade Advertising Agency, Chicago. A campaign is being planned to reach the farmers of the Central West.

Appoints Calkins & Holden

Calkins & Holden, Inc., New York, has been appointed to direct the adver-tising account of the Alvin Silver Com-pany, Sag Harbor, N. Y.

Detroit Agency to Open Chicago Office

Austin E. Bement, Inc., Detroit advertising agency, will open an office at Chicago about January 1, 1927.

A Market Research Conference Announced

Washington Bureau of PRINTERS' INC REPRESENTATIVES of American advertising agencies, industrial and commercial concerns, trade associations, economic foundations, publishers of magazines and newspapers, and all others interested are invited to attend a conference on market research to be held on October 29. in Washington, by the Department This date was Commerce. of selected because it directly follows the convention of the American Association of Advertising Agencies, which is to be held in Washington on October 27 and 28. The conference was called at the request of a large number of interested business organizations, and its principal purposes are as follows:

1. To suggest, discuss and adopt a priority list of fundamenal research projects in the field of marketing which should be studied for the good of all. Such fundamental projects include topics similar to the studies of income by the National Bureau of Economic Research. It is essential that only such studies be suggested as will have common interest and value for everybody engaged in the field of market research.

2. To discuss and adopt, if possible, the ways and means of accomplishing

the ways and means of accomplishing these studies.

The conference is to be held under the direction of A. Heath Onthank, chief of the Domestic Commerce Division, who explained that the major question to be answered concerned the climination of waste in marketing by preventing duplication of research on fundamental subjects. has nothing to do," he added, "with the census of distribution. The problems of marketing which have arisen as a result of industrial and commercial development are of essential importance, and it is necessary to find ways and means of solving them. The forthcoming conference will offer an opportunity for those engaged in the consideration of the problems involved to plan and put into practice systematic methods for their study.

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NATIONAL and LOCAL RADIO ADVERTISERS

FAVOR THE

HERALD IN SYRACUSE, N. Y.

The following lineage figures for the past two years and for the first eight months of 1926 shows that the Radio advertisers gave the Herald about 50% of their business and split the other 50% between the other two Syracuse newspapers.

Radio Lineages 1924-1925-First 8 Months 1926 Syracuse, N. Y., Newspapers

HERALD	POST-STANDARD 1924	JOURNAL	
112,777	75,866	52,745	
238,504	1925 130,732	75,796	
105,487	First 8 Months 1926 63,953	42,082	

In 1924 and 1925 the Herald was responsible for the Syracuse Radio Shows and has been extremely active in publishing radio news and furthering radio business in every way since radio sets were placed on the market.

SYRACUSE HERALD

SYRACUSE, N. Y.

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue New York

Globe Building Boston

28 E. Jackson Blvd. Chicago

507 Montgomery St.
San Francisco, California Scattle, Washington

Chamber of Commerce Bldg. Los Angeles, California

Copy Tests That Don't Prove a Thing

All Tests Should Be Tested for Soundness before They Are Used as Reliable Weights and Measures

By A. Raymond Hopper

MEN will gamble on the turn of the wind, and pay for the joy of the game. But in business no one likes to buy a "pig in a poke," and devious are the ways devised to procure a peek into the The incantations, amulets and sorcery that men, wise otherwise, believe will give them this privileged foresight are enough to amuse and amaze the agnostic

observer.

In advertisingdom, the native instinct to rely on wooden gods has plenty of exercise. Advertis-It has been ing costs so much. known to do marvelous deeds in the way of transforming red to black on a sickly annual balance. And, then again, it has been known not to. Consequently it is not at all unnatural that an advertiser should yearn to know whether his dollars are going to bring home the bacon, or whether he is throwing good money after bad. The one who pays the bills must be forgiven for being a bit nervous. He is the star performer in the ceremony, and he is deeply con-cerned over whether it is going to be his wedding or his funeral. But one cannot help smiling over the antics he goes through in his effort to foresee the future.

Tested advertising has a charm-

ing sound. One does not mind risking a hundred dollars to find out how much, if any, a hundred thousand will bring back. But all tests should be tested for soundness before they are used as reliable weights and measures.

A trial campaign is a sound idea. But the results of a few advertisements run over a two- or threeweeks' period in one or two cities' will not bear cross-examination as typical of the results to be expected from a national campaign. Those cities are too much affected

by local manufacturing conditions to be cross-country types. No one, two, or three cities are epitomes of the United States, or any con-

siderable part of it.

Many and curious are the means used by advertisers and advertising managers to test copy. The president of a certain company, when new copy was submitted by his agency, would pencil it very thoroughly to suit himself, and then ask the opinions of his secretary, the office stenographers, and even the elevator man, on the They seemed to him to changes. represent the kind of people who used his product, and he always obtained from them just the approval of his ideas that he wanted That was his idea of testing copy.

A YES-MAN

A similar case was that of a president of a large financial institution. Whenever a piece of copy was under consideration, he would press the button for hi "man Friday." "Mr. Brown," he would say, pompously, "I am thinking of inserting this paragraph to the button of the property of the button of the property of the button of the property of the button of the here. Let me know, please, what you think of it." To which man-Friday-Brown would listen attertively and reply properly, almost after a formula, "Oh, yes, Mr. Black, I think that is a great improvement; very cleverly put, too." Then the president would turn to me and say, "Yes, I thought so, we will do it that way." And that was his way of testing copy.

Once I had the temerity to protest, and was told that Mr. Brown constantly met the company's customers and therefore was in a better position to know how they should be approached through the advertising than any copy writer,

however good.

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BLACK BACKGROUNDS

Here's a thin paper that carries them perfectly

E VERYONE knows how results with black backgrounds on thin paper; yet Shreve, Crump and Low, famous Boston jewelers, have solved the problem by the use of Warren's Thintext in their mailing pieces.

Thintext insures beautiful printing results. It has a smooth, velvety surface that gives life and softness to text, line cuts and halftones, but at the same time it is so thin and so light that it keeps down

mailing costs. Moreover, Thintext perfectly meets every requirement of binding and folding, and is sufficiently opaque so that printing on the front will not make printing on the back hard to read.

Send for our booklet, "Making it Easy to Plan Printing on Warren's Thintext." It contains some fine examples of ways in which Thintext can be used. S. D. Warren Company, 101 Milk St., Boston, Mass.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS



What shall I serve?

FOR the family table, the bridge club, the unexpected guests, thousands of housekeepers find the answer to that question in College Inn Foods.

As advertising counsel for the College Inn Food Products Company, we're helping to make known the merits of these remarkable products.

The advertiser says we're doing a very fine job.

Williams & Cunnyngham

Whose business is the study and execution of good advertising

6 N. Michigan Ave. Chicago

Franklin Trust Bldg. Philadelphia



duced me to propose to a client the use of rotogravure advertising in a certain large city. Two papers ran roto sections there, but only one was to be used. Before the matter could be settled, a business trip took the client to this city, and he grasped the opportunity to interview certain large dealers there about the proposed advertis-On his return he strongly objected to the paper proposed, stating that the dealers condemned it as good only if they were advertising for cheap help or for offer-ing cut-price stuff. For a highclass line the other paper was the one to use.

This was entirely contrary to my information, and later a checkup showed that those very dealers were using large space regularly in the condemned paper, and not for cut-price goods either. It had not occurred to my client to question his dealers' verdicts. they not on the spot, and shouldn't they be expected to know the respective merits of their local

papers?

The president of a concern putting out a technical appliance was telling his agency contact man that the advertising was not pulling as well as in former years. The advertising covered only the service of one of the company's departments, the manager of which had been in charge for nearly a year. This manager had strenuously objected to the human interest copy the agency had been using, insisting on the insertion of a long list of "satisfied users," which longer each succeeding month until only a negligible amount of space was being left for text. The manager claimed that the human interest copy was useless, despite the fact that the contact man knew of contracts closed in the past solely on the strength of that copy, and that the profits from these contracts were enough to pay for the advertising for two or three

The president claimed the new advertising was not pulling as well as the old. The agency man pressed the point, but was overruled by the department manager, to whom the president also yielded. To-day that company is not advertising at all. "And if the blind lead the blind, both shall fall into the ditch."

One advertising manager always objects to advertisements surrounded with borders. His boss doesn't like borders. Maybe that is reason enough; it all depends on the boss, I suppose.

A TEST THAT FAILED

This same A. M. makes a practice of showing new paintings, layouts and copy to the salesmen and department managers of his concern, soliciting their opinions until he has so many he cannot make up his mind which is right, if any. His company makes a high-grade product requiring the maintenance of a staff of designers, all artists. But their art is akin to that of wall papers, rugs and mural decorations-flat. He rejected elaborate advertisement his agency had prepared carefully, on the grounds that the head of his designing department had criticized the scheme, and expressed surprise that the agency should have submitted a piece of work so incorrect. Though assured that three eminent artists had passed favorably on the work, it took considerable argument to make him see that the standards governing the work of his own designers in a very foreign field differed from those of advertising art.

This recalls an amusing conver-"Pickwick sation in Dickens' Papers," between Tony Weller and his son Sammy, as they go to probate the departed wife's will, with the aid of two friends to see

fair play. "They're the wery best judges," added Mr. Weller, in a half-whisper,—"the wery best judges of a horse you ever know'd."

"And of a lawyer, too?" inquired

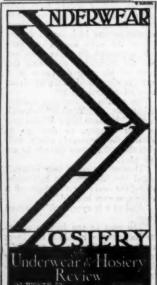
"The man as can form a ackerate judgment of a animal can form a ackerate judgment of anythin'," replied his father, so dogmatically that Sam did not attempt to controvert the position.

A client's wife can be the inno-



Helpful copies of our House Organ production will be sent on your request

ARROW PRESS, INC. 318-326 West 39th Street New York



cent cause of much trouble to a copy writer. "My wife is a very intelligent woman," said one advertising manager. (As a matter of fact, I met her later and found she was, and a charming conversationalist, but I did not know that then.) "I would like to have her read this and give me her opinion." It was good copy, I had written it myself, and she proved her intelligence by agreeing with me. But I could not concede that her approval was a satisfactory sole test of the value of the copy, though I was careful not to say so, though I was careful not to say so.

At another time, I prepared a bit of copy which the advertising manager approved and took to his general manager. "No, don't say that," was the brusque command. "Here, I'll show you." And for the next half hour or more the A. M. fidgetted while the G. M. struggled with the evidently unfamiliar task of putting his thoughts on paper. Finally the G. M. threw down his pencil and exploded. "Oh, —, take the damn thing and do what you like with it; you can do it better than I." Is a general manager's flash opinion a good copy test? I wonder.

manager's flash opinion a good copy test? I wonder. A trip through a great mill. Weeks of studious work writing a description of the technical processes of manufacturing, couched in language so simple and clear that a twelve-year-old child could understand. Then a mill manager protests that a certain word is not the term mill practice applies to this detail. "But that is what the user calls that thing," you reply. "Then she is wrong; this is the word for it," he snorts. "But you use that term for an entirely different thing as well," And only the you come back. intervention of a third party with power to dictate saves the original wording. Is a factory man a good judge of the lay mind?

A drug manufacturer has all copy approved by a lawyer who edits the copy not only for legal pitfalls, which it is quite in order he should, but also for rhetorical construction. The resulting phrase-ology would sound well as a ruling handed down from the learned

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The True Measure of Value Is Not Total Circulation

The value of a newspaper's circulation should be measured by the number of its readers who can afford to buy your merchandise—and also

By the influence which it has with these readers.

The Boston Evening Transcript

has been a welcome influence in the well-to-do homes of Boston and its suburbs for nearly a century

Highest ratio of buyers to readers

National Advertising Representatives

CHAS. H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

Remarkable Gains in September lineage in both Departments

LOCAL AND NATIONAL

are the best evidence of the

RESULTS

Brought about by placing your copy in

The Allentown (Pa) Morning Call

SPECIAL REPRESENTATIVES
STORY, BROOKS AND FINLEY

The Catholic Church and School Market

11,625 pastors do the buying for the 11,625 Catholic churches, 5,755 mission churches, and 6,820 Catholic schools in the United States.

You can reach this entire market EX-CLUSIVELY through ONLY one magazine.

The Acolyte

Published by Our Sunday Visitor Press

Huntington, Indiana

To reach Chain Stores **CHAIN STORE**

bench, but lacks the life the conv writer sweat to put into it. Is a lawyer a competent critic of ad-

vertising copy?

A university distributes among the members of a class several page advertisements from a wellknown periodical. On the basis of the number of members who later can recall certain advertisements. the conclusion is reached that color pages are of less value, of equal value, or of only slightly more value than black and white pages. No consideration is given to the appropriateness of color or of black and white. A good black and white page may be compared with one not so good in colors.

No conclusion regarding the effectiveness of one factor can be gained by comparison, unless the same thing is compared with and without that factor, all other factors remaining unchanged. Aside from which, is a class of students a class of competent witnesses?

A good advertising man, a good copy writer, is the product of observation, experiment, learning and practice in many different fields over a period of much time. Any test of their work should be itself tested, and applied only by com-petent witnesses. A lawyer, an elevator man, a factory manager, a stenographer, or even friend wife scarcely qualify as a competent witness. Nor is any one, or a few, or several witnesses enough.

Advertising is essentially a mass appeal. Only criticism based on mass reaction is valid. And that mass must be the same type of mass as that for which the advertisement originally was designed. A thousand mechanics might be able to give you a composite opinion that would be valuable in reaching ten or a hundred thousand mechan-But it wouldn't be worth a hoot in a hollow tree for use in exploiting a face powder for application in "milady's boodwahr."

Appoints Gilman, Nicoll & Ruthman

The Boise, Idaho. Capital-News has appointed Gilman, Nicoll & Ruthman, publishers' representatives, as its national advertising representatives.

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Resolute Ledger

EDICATED to the service of business, RESOLUTE LEDGER fulfils all requirements of efficiency in loose leaf bookkeeping in a way that commands admiration. Resolute takes ink well. It resists the wear of frequent handling. Lends itself readily to ruling. Delivers service and satisfaction, cuts costs and gets results. Standardize on RESOLUTE LEDGER and benefit your business. Buff, blue and white in a good variety of weights. Try it.

Note the Tear and Wear as well as the Test"

NEENAH OLD COUNCIL THEM BOND SUCCESS BOND CHIEFTAIN BOND NEDNAH BOND CHECK the Wagner Check the Wagner PAPER COMPANY



STONEWALL LINEN LEDGER RESOLUTE LEDGER PRINTISE LEDGER

Write for complete free sample outfit, including full sheets of Noench bonds and ledgers for testing purposes



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F.J. ROSS Company, Inc.

Things about ourselves

—said by others

"The personal service and attention which our account has received by the principals has been excellent. We could not ask for more. Their spirit of cooperation is always fine, and we feel that they look on our problems as their own."

-from our Red Letter Book

New York
Advertising



Soap Manufacturers Co-operate to Advertise Glycerine

Association of American Soap and Glycerine Producers in Campaign to Insure Proper Use and Safeguard Potential Market

By Ralph Crothers

THERE are several points about the present co-operative adverising campaign of the Association of American Soap and Glycerine Producers which are unusual.

In the first place, no great effort

is being made in the copy to sell glycerine. Glycerine, as is wellknown, is the important by - product of For many years, a large percentage of the output of this by-product has been bought by big industrial users. Yet, for some years glycerine has had a definite market among motorists in addition to its medicinal uses by consumers.

For example, radiator glycerine, a mixture of commercial glycerine and water, has been used by automobile drivers as an anti-freeze solution. This market has been growing at a fair rate without any particular sales drive on the part of the big soap and glycerine producers. In the meantime, analytical

chemists have been working wonders in industry generally and it is the logical conclusion that eventually they may develop substitutes for glycerine in industry or discover methods of cutting down its use. Consequently the consumer market might be of far greater importance to the big producers of glycerine in the future than it is today. This, then, is one of the reasons for the advertising. At the same time, since the general public is using glycerine as

an anti-freeze solution, it is to the advantage of the big producers to see that it is used properly so that the product will not get a black eye because of improper use.

effort | The present co-operative cam-

It didn't freeze at the North Pole



THERE IS NO OPEN PLEA FOR LARGER SALES IN THIS

paign now running in full-page magazine space is the result of this desire to insure both proper use and to take cognizance of a market which seems to have large potential possibilities. The large soap manufacturers upon whom the production of glycerine depends have formed an association and are co-operatively telling the automobile-owning public that glycerine is good for winter use and just how to use it. There is no open plea in the copy for larger

600,000 Strong

They Buy-

Shoes Foods Kitchen Stockings Utensils Clothes Home Toilet Equipment Articles Athletic Books Equipment Jewelry Club Equipment Stationery And a thousand other things

From the advertisers in The Womans Press. It is the official monthly magazine of the Young Women's Christian Association and reaches every Y.W.C.A. building in the country. All the executives who are the buyers for the organizations read it.

DOUBLE MARKET

Reach this group of 600,000 young women through a magazine which caters to their major interests. They buy for both the organization and their homes.

Clara Janouch, Advertising Manager

The Womans Press

Member A. B. C. 600 Lexington Ave., N. Y. sales. The entire series is planned to get over simple use instructions of which the most important is the one designed to make the carowner sure that there are no leaks in his radiator or cooling system. The advertising is thus likely to win the good-will of the garage owner since it suggests that the car be serviced thoroughly before the glycerine solution is added.

The copy is unusual also in that the consumer is not asked to go to his favorite garage or filling station and demand glycerine. To sudden a demand among consumers might easily produce a shortage of this by-product, so dignified prestige-building copy is used instead of ordinary sale stimulation.

Each advertisement features some advantage of glycerine, such as its non-evaporating qualities and that it will not corrode. One interesting piece of copy tells consumers they have been eating harmless glycerine for years so that it will not hurt their cars. As the conv says: "A few of the many wholesome things you eat and drink containing glycerine and improved by its blandness are: cake, bread, candy, icings, shebets, soft drinks, extracts, tonics, cough-drops, shredded coconut."

In each piece of copy in the instruction section is the following: "Use only pure distilled radiator glycerine solutions vouched for by a reliable maker and be sure your car is carefully serviced according to the instructions. You can then drive your car in all kinds of weather free from all worry over the possibility of a frozen motor." These instructions are made the entire text in one of the advertisements.

An interesting answer is given in this campaign to those critics of advertising who insist that advertising is an economic waste and that consumers should buy as the Government buys, by standard tests. The U. S. Bureau of Standards, in a bulletin issued in 1925, pointed out the value of glycerine as an anti-freeze solution. Yet it is safe to assert that this report was read by comparatively few people. It took real

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Art, copy, merchandising, sales counsel—the complete facilities of the modern agency to further distribution of merchandise through advertising—enable us to provide a well-rounded, day-to-day service to manufacturers in Central New England. Our clients in this great industrial area find that our proximity is, in itself, a distinct advantage.

THE MANTERNACH COMPANY

Advertising

The Manternach Building - 55 Allyn Street
HARTFORD, CONNECTICUT

2012/06/20

Highly rated middle western candy manufacturer now making a general line and desirous of getting thorough distribution on two or three specialties wishes to connect with Chicago or St. Louis agency or western branch of eastern agency, which has had actual successful experience in marketing candy specialties and now has no candy account.

We do not want plans, but we require evidence or references in our line.

Address ''R'' Box 290, c/o Printers' Ink. New York.

This Vice President has resigned

Due to the sale of a certain well-established manufacturing concern, the Vice-President in charge of Production is looking for another connection. This man is still a Director in three other companies, being Vice-President of two and Engineering Consultant of the third, but is not active in their operation and has no definite ties to hold him to them or near them.

He has had a broad experiance in factory production and management, has travelled abroad on business, has had charge of sales and can shaw a definite record of accompliabment.

He is a cellege graduate, 35 years of age, married, a home ewner, and his earnings have been in excess of \$10,000. For several years he has been located in Eastern New York State, but will go anywhere.

Your answer to this advertisement will be treated with confidence and you will receive an answer from a third party furnishing his name and a complete outline of arperiance. You will not be bothered further unless you desire to arrange a personal appointment.

Address: "0," Box 149, Printers' Ink. money invested in advertising to make this expert report a part of the consumer's common knowledge.

The funds for the campaign are being subscribed by some of the largest soap manufacturers in America representing perhaps 80 per cent of the entire industry. The amount subscribed by each one is based upon its proportion of the total output.

A co-operative campaign of this kind designed to protect in advance a possible big future market is one which might be observed with profit by manufacturers in many industries where fickle fashion changes or sudden changed buying habits on the part of co-sumers, are likely to leave an industry searching for a new market when its usual channels of distribution are closed.

New Accounts for Hawes-Campbell Agency

The U. S. Materials Company, Cheago, manufacturer of building marials, the Vallen Electrical Company, Akron, Ohio, and the Metropolita Business College, Chicago, have placed their advertising accounts with the Hawes-Campbell Advertising Agency, Chicago.

Buchen Agency Adds to Staff John M. Williams, formerly Westlem manager of the Architectural Record, New York, has joined the staff of The Buchen Company, Chicago advertising agency. Robert H. Irvine, who has been with the Beloit, Wis., News, has also joined this agency.

P. T. Blaine with American Multigraph

P. T. Blaine, for eight years in charge of sales promotion of the Perfection Stove Company, Cleveland, has becommanager of sales promotion and direct mail of The American Multigraph Company, also of Cleveland.

Shirt Account for Baltimore

Agency
W. M. Steppacher & Bro., Inc., Philadelphia maker of Emery Shirts, has placed its advertising account with The Joseph Katz Company, Baltimore advertising agency.

J. H. Dodds, formerly with the Geyer Company, Dayton, Ohio, advertising agency, has joined the sales staff of the Bassick Manufacturing Company, Chicago.

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The Right Frame of Mind

In what frame of mind is a magazine reader most valuable to an advertiser? Should he be seeking mere relaxation — leaning on his elbows mentally? Or wide-awake, stimulated by a discussion of conflicting opinions, weighing the merits and making up his own mind?

The Forum is read by people of the latter class — successful men and women who reached the top of their respective ladders by doing their own thinking. Seventy thousand of these discriminating people read the Forum every month. They offer a select audience to advertisers seeking readers in the right frame of mind.

Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

Oct

R

As advertised

RECORDER

"Queen Quality"—the style insignia as famous today as when the Thomas G. Plant Co. led the pioneer field of charming, delicate footwear. They have been advertised in the Boot and Shoe Recorder from their inception.





Chicago

New York

Philadelphia

BOSTON

. . .

Cincinnati

C. I.

spo the

Royal Baking Powder Case Reopened

Company's Return Is to the Effect That New Action of Federal Trade Commission Is without Warrant in Law and It Presents Some Exceptionally Interesting Information Not Previously Discussed

Washington Bureau ON October 7 a brief and un-usual hearing before the Federal Trade Commission resulted in the reopening of the Royal Baking Powder case. The hearing was held for the purpose of giving the respondent an opportunity to show cause why certain orders should not be made. According to the Commission's announcement, the orders are as follows:

the orders are as 10110ws:

IT IS ORDERED that the order of
the Commission dismissing this case on
March 23, 1926, and that the order
estered by the Commission on July 17,
1926, relating to the reopening of the
case for certain purposes only, be and
the same are hereby vacated, set aside
add held for nought.

IT IS FURTHER ORDERED that
this case be and the same is hereby
reopened for the taking of additional
reidence relevant to the issues raised by

twidence relevant to the issues raised by the pleadings and occurring since the close of the taking of evidence on May

1925 2, 1923.

IT IS FURTHER ORDERED that eridence be also taken concerning the publication and circulation by the respondent of copies of the Report Upon the Facts filed November 10, 1925, by Trial-Examiner Edward M. Averill, and the publication and circulation by the respondent of other matters relevant to the issues involved in this proceeding down to the closing of the taking of such additional cyidence pursuant to this order.

When the case was called, a representative of the counsel of the Royal Baking Powder Company announced that the respondent did not consider an argument of the points involved desirable. He read a letter from counsel to that effect, which also explained that the respondent preferred to lay before the Commission its defense in the form of a return. The representa-tive then presented the members of the Commission with copies of the respondent's return, and left the room

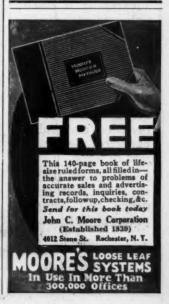
After an informal consultation,

Steady Growth

Year	Bank Clearings	New Buildings
1920	\$281,528,228.00	828,383
1921	190,650,996.00	2,208,192
1922	204,123,875,00	3,543,672
1923	229,095,011.00	3,070,071
1924	237,563,061.00	4,096,071
1925	240, 174, 212, 00	5,113,950
	1920 1921 1922 1923 1924	1920 \$281,528,228.00 1921 190,650,996.00 1922 204,123,875.00 1923 229,095,011.00 1924 237,563,061.00



Write for Merchandising Co-operation CHAS. H. EDDY CO., Nat'l Representative



We Need a Copy Writer with Mail Order Experience

A good sized, middlewest agency has an opening for a thoroughly experienced copy writer who knows mail-order advertising. Ability to handle the "success appeal" such as is used in extension school and agents advertising is essential.

Here is a real opportunity for the right man, a good salary and a future.

Please write fully, giving details of experience and salary expected. Send samples of work.

Inquiries will be handled in strict confidence and samples promptly returned.

Address "U," Box 292 Printers' Ink during which the respondent's return was casually referred to, the chairman announced that the chief counsel of the Commission would be instructed to prepare the order proposed, and that it would be promptly entered and the case reopened. However, the respondent's return is an interesting document and ably presents a side which has received little attention.

This return first sets forth that the respondent is advised and respectfully avers that the action of the Commission and the proposed order are beyond the powers and jurisdiction of the Commission and without warrant in law. reason given for this claim is that the proceeding of the Commission was not according to the provisions of the act under which it operates. "If the publication, since August 1, 1926, of the Examiner's report, with facsimiles of the Commission's orders of dismissal in the proceedings, Docket 540, is an unlawful act or an act over which this Commission has jurisdiction (which the Respondent respectfully denies), that jurisdiction can attach only by following the course prescribed by the statute, beginning with 'a complaint stating its charges' and ending with an order enforceable or reviewable by the Courts.'

Then the return relates that when the proceedings were instituted a large amount of publicity was given to them by articles in. the public press, resulting from releases by the Commission, also by advertisements, some of which included a publication of the complaint, by the respondent's com-petitors. "And similar publicity has followed many of the stages of said proceedings and was particularly notorious during spring and early summer of 1926, a great amount of newspaper publicity then appearing. An example of such publicity is contained in the April 10, 1926, issue of the New York Journal of Commerce, publications of similar character this respondent hereby refers. This publicity emanated from the Commission or respondent's competitors manufacturing baking powder con-

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The Altoona Mirror Alone Thoroughly Covers Altoona Territory

Average daily circulation for the year ending June 30, 1926

27,884 A.B.C.

More than twice the circulation of any other Altoona newspaper.

But the advertising rate is very little more than its nearest competitor.

The ALTOONA MIRROR

Altoona, Pa.

Business Direct

F. G. PEARCE, Mgr. Adv.

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WANTED

Manager and Sales Executive

Photo-engraving house established in one of the major cities wishes to place the management and direction of sales in the hands of a high-class executive with successful experience in this business.

Opportunity awaits the right man.

Answer by letter with full record of qualifications and past business connection.

Address "A," Box 287, Printers' Ink.

Salesman Wanted

Meyer Both Company

Largest producers of syndicate advertising services has an opening in fertile territory for an experienced salesman with a successful record in the syndicate field.

This unusual opportunity requires a man of the highest calibre.

Applications from only such salesmen measuring up to the above requirements will be considered.

Write full details to

MEYER BOTH COMPANY Michigan Ave. at 20th St. Chicago taining alum. It gave the charges against the respondent and was partisan and calculated to mislead and create the impression that the respondent was guilty of unfair practices, deceiving the public, falsifying, and other obnoxious behavior, and to bring it into disrepute. The respondent's business and good-will, constituting a valuable part of its property, were thus attacked and jeopardized."

The return further relates that on March 23, 1926, the Commission, reciting that it had heard the case upon the complaint, answered testimony and other evidence, and the briefs and arguments of counsel, finally dismissed proceedings against the respondent, Commissioner Humphrey dissenting. On July 7, 1926, an order was entered reopening the proceedings, but solely for the purpose of taking testimony of certain advertisements. "The matter being thus ended," the return continues, respect to the principal issues, the respondent believed that the appropriate time had arrived for performing its duty to itself and to the public, of answering the attacks against it given great pub-licity as aforesaid."

Finally the return defends the publication of the Examiner's report with facsimiles of the Commission's dismissal by insisting that the report is an impartial summary setting forth the substance of the evidence adduced on both sides and the effect thereof. "The respondent believes and avers that the publication as a whole and in all its parts is a truthful, fair recital of matters of public record and constitutes a fair, proper and lawful answer to the public charges against this respondent."

Newspaper Advertising Executives to Meet at Chicago

The Association of Newspaper Advertising Executives will hold its fall meeting at the Morrison Hotel, Chicago, on October 21.

La Salle Products, Inc., St. Paul, manufacturer and wholesale druggist, has placed its advertising account with the Woolf-Gurwit Advertising Agency, Chicago.

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They Come to Learn!

practically every hotel man of prominence in the United States will visit the Eleventh Annual Hotel Exposition in New York this year to learn of new methods and new products to improve his hotel. If you sell or make supplies, or anything a hotel can use, the place to present it, forcefully and convincingly, is in the

Annual Exposition Number of the

National Hotel Review

THIS issue will have double circulation—to our regular readers and to those who attend the Eleventh Annual Exposition at the Grand Central

Palace.

HOTEL CONSTRUCTION CONTINUES STRONG PACE

According to information compiled by the Lewis Hotel Training Schools, of Washington, D. C., hotel construction is still maintaining its strong pace throughout the United States. It is pointed out that from January to June of this year, inclusive, that there were 336 hotels put into construction, with a total of 65,154 rooms, and representing an investment of \$225,000,000. The average number of rooms per hotel is

Florida leads the list with 54 hotels containing 10,655 rooms carrying an investment of \$50,000,000. Illimois is second with 44, containing 10,003 rooms, costing \$50,000,000. California is third with 30 hotels under construction, having 4,908 rooms, with an investment of over \$17.000,000.

The average cost per room, including furnishings, will be around \$5,000.

It will contain, in addition to the usual proclamations by Hotel Association officers a short, snappy history of past expositions, descriptive matter relative to the exhibits, floor diagrams, a program of the entire show week, etc.—a banner issue. All the leading exhibitors and advertisers will be represented. You surely will want to be with Exposition dates, November 8th to 13th, at Grand Central Palace. Expostion number published November 6th. Forms close November 1st. Reserve your space now. Rates

\$150 per page, \$100 per half

page.
For Further particulars and copy of last year's issue, address

NATIONAL HOTEL REVIEW

A. B. C. 608 Chapman Bldg. Los Angeles A. R. EADIE, Advertising Manager 119 W. 40th Street New York A. B. P. 10 S. La Salle St. Chicago

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DUSK—and the sky is littered with dark darting forms, some on their way south, some to linger a few weeks before they leave us. Fragile, feathered balls—when other creatures disappeared before man, the chimney swifts adopted man's own creation, the chimney, as a still further protection of their future, their nests.

We see many an old business disappearing before the rush of Today. But we also see many an old business, by the adoption of today's methods, making its present and its future more profitable and more secure than its yesterdays.

Advertising, a menace when a weapon against you, properly used is the safeguard of the future. But each detail must be economical, effective—particularly your photo engravings.

Gatchel & Manning, INC.

Photo Engravers

West Washington Square 230 South 7th St. PHILADELPHIA

Giving a New Meaning to the Style Argument

How the "Weyenberg Style Guild" as an Advertising Idea Came into Being

By Frank J. Tolford

Advertising Manager, Weyenberg Shoe Mfg. Company

[Entretal Note: A company sometimes runs along for a number of years with no change in the nature of its business or products. Then a new product or line is acquired and everything is changed—production, selling, advertising. A new business is born. Almost consists it wishes to be known not

overnight, it wishes to be knewn not for what it has done but for what it is about to do. The reputation it has achieved over a number of years as a maker of stilling merchandise, for example, is of no help, rather a hindrance, when it comes to putting out tyle merchandise. When the company enters the new field, it must do something unusual to impress the public with the merit of its product—deviae selling arguments and advertising that will endow the product with distinction. Ho w the Weyenberg Shoe Mfg. Company met a situation of this kind, is set forth in Mr. Tolford's article.]

OVER thirty years ago the Weyenberg brothers began making a few logger shoes by hand Chippewa Falls, a Wisconsin town the heart of the rough lumber country. It was this modest beginning which, after thirty years of steady growth, has earned for us an enviable reputation as manufacturers of work During this

period of time the business has passed from father to son and has grown to require the production of three large factories.

Two years ago when we announced that we were about to introduce a line of dress shoes, we were aware of a solemn shaking of heads and the protesting murmur of voices at our backs—

"Weyenberg produce fashionable shoes? Hardly!"

These Doubting Thomases—and there were many—presented two problems:

1. Obviously we must convince



We love to design Shoes



The Weymberg Style Guild presents as advanced Pell industi of a new Barnet lumber. Barnet's Collegate Joseph Coll. Call Lored Quarter, Brass. Nanol Explore. Brassled Lores, Rosantled Bilgs and Rosantin

Minching Danck
Williamson, most land, CO
Persisted, Ore
Tomorphisms
Standard Dapphisms
Minching Biology
CO
Ottobargand Dapphisms
Standard Dapphism

IT'S atmosphere around here. If you step into our reception room or down into the craft-shop, where styles are being born the year around, you will find to in the air.

Style is a flecting thing. You can't point it out entirely by lines and atteches. It's craftum manship— sonsething carefully put into the shoe at every process. That's why a 'sonsebody' with his heart in his work and a love for the task is required to design and build shoes of great style personality.

Here that 'somebody' is the Weyenberg Style Guild and they perform their duties as devotedly as did the master workman of old whose work was his art.

The Weyenberg Style Guild is proud to present its new Pall creations. Weyenberg representatives are now showing these styles. Write for folder.

WEYENBERG SHOE MFG. COMPANY

HOW THE WEYENBERG STYLE GUILD IS BEING PRESENTED TO THE DEALER

the retail shoe buyer we could and actually were making shoes that were up to the minute in

2. We must stay in the road but out of the rut in meeting "style" competition.

Our advertising of the "Weyenberg Style Guild," we believe, will solve these problems. I will ex-

OPPORTUNITY WANTED

I am seeking a permanent opportunity to prove to some manufacturer, advertising agency or printing concern that I have the creative ability, copy writing skill and merchandising instinct that they need. Here is your chance to secure the services of a man of proven versatility, imagination and initiative with over fifteen years' experience in direct selling, direct-mail advertising and printing—a well-educated, married man with a family, who is still young, active and looking ahead. Location and salary of second consideration. Further details, references and specimens of work gladly furnished up on request. Address "L," Box 146, P.I.

Production and Office Manager

Desires an agency connection where his experience and sound judgment will give him ample opportunity to exercise histalents which have earned him recognition in the past. He knows the exacting requirements of mechanical production as well as the intricate details of agency management. He wishes to join an agency where the prospects for a successful future are assured. He is 35 and married.

Address: Printers' Ink, K-145

plain how the "Weyenberg Style Guild" came into existence, but before I do that I would like to say a word about style origination in men's shoes.

in men's shoes. Neither the "Weyenberg Style Guild" nor any other manufacturer of shoes would go out and create a style entirely different from the prevailing mode and put it on the market backed only by that manufacturer's recommenda-It is necessary that any radical deviation from the style in mode be recommended by other conditions, such as a change in clothing styles, etc. Last manu-facturers, tanners and patternmakers act as a "go-between" for shoe manufacturers. It is this condition which stabilizes shoe styles. For instance, a tendency toward narrower toes at the present time is a result of the clothien announcing narrowing a trouser bottoms. The last makers, upon hearing this, immediately built narrower lasts and recom-mended them to shoe manufacturers.

During our first year as manufacturers of popularly priced oxfords of smart style, the conception of style was the duty of one man in our organization. this is an enormous task, for hundreds of combinations of leathers, trimmings and lasts must be worked out before one-half that number of styles may be accepted for the market, and new numbers are being added to the line continuously. At the end of our first year, therefore, the man I have referred to had acquired an assistant, a young man who had had extensive training in our sales department.

This was the nucleus of the "Weyenberg Style Guild." It is quite obvious that our general sales manager and the sales manager of our subsidiary selling organization, would voice their approval and express their opinions and recommendations on new styles. The production manager also must be interviewed. To produce a line of shoes to retall at four, five and six dollars, it is necessary that the economies of production be a serious considera-

, 1926

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There's a Pastor Behind Every 100 Copies!

THER religious publications may have the endorsement of the clergy, but Our Sunday Visitor is the ONLY one that constantly has their whole-hearted support!

Back of the 500,000 weekly copies of Our Sunday Visitor are more than 5,000 pastors of Catholic churches—5,000 active boosters who voice their approval from their pulpits; who place Our Sunday Visitor on sale at their church doors.

This support of the pastors is one reason why Our Sunday Visitor is the largest, most popular, religious weekly—a national Catholic weekly read in 500,000 homes.

OUR SUNDAY VISITOR

The National Catholic Weekly

HUNTINGTON.

Western Representatives
ARCH CLEMENT & SON
163 W. Washington
Chicago, III.

INDIANA

Eastern Representative HEVEY & DURKEE IS West 44th St., New York City

AGENCY PRODUCTION MAN

Desires position with established Four-A Agency. Thorough knowledge of printing, typography, engraving and electrotyping. Christian. Age 27. Salary moderate.

Box, Printers' Ink, M-147

Highly Efficient

Secretary Stenographer

Seeks Position

Capable young woman, having unusual background of unique and careful training with wide experience, seeks an opportunity of trust and responsibility.

Have been the "right-hand" for "big" men whether they were the directing genius of big business or directing their own stirring political campaigns.

Good education; retentive memory; pleasing personality; sound judgment and the ability to see things through satisfactorily.

> Address "N" Box 148 Printers' Ink

tion in selecting the styles which are to make up the line. And is it unusual that the Oracle of Delphi, in the form of the advertising manager, should be consulted in this matter?

With style becoming a prodigi-

With style becoming a prodigious factor, a work room was set aside for the use of the stylists and it is here that selections of styles are made after informal discussions by this group. To select a style which becomes a flop is a costly error and breaks the faith of our merchants. For this reason the duties of these six men are not only a constant source of pride and interest, but a duty to be given the very best judgment of each of them.

This group of men had been discussing and selecting styles for some time before the idea appeared that here was material on which to base a campaign to convince the retailer that we were atop the style situation.

CHOOSING A NAME

To decide upon a name for this group, to introduce them and to explain their functioning, was no small problem. "Guild" was the word we needed, for it smacked of handicraft and harmony of purpose, which was the very essence of our story. But the mental associations of the public are uncertain. To the man on the street a "guild" might mean the social Tuesday afternoon sewing circle. So our announcement must interpret the name and create atmosphere for what was to follow.

Our first trade-paper announcement appeared on Tuly two-page spread. The first or left-hand page shows at the top an illustration of "Ye Old Shoe Guild of 1426." Two men sit at a bench, "cobbling." Three others stand nearby apparently discussing styles. All are clothed in the costumes of the period indicated. Beneath this illustration is a photographic reproduction of "The Weyenberg Style Guild" of the Weyenberg Shoe Company-six men, the ones I have mentioned, sitting around a long table ani-matedly considering the objects littering the table before them, THE CHECKER CHECKER

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The Philadelphia Inquirer

Announces the Appointment of

WOODWARD & KELLY

London Guarantee & Accident Bldg., Chicago Fine Arts Building, Detroit

as

WESTERN REPRESENTATIVES

Effective At Once

This appointment brings into close association in the national advertising field four powerful market media—The Chicago Daily News, the Cleveland Plain Dealer. The New York Herald Tribune and the Philadelphia Inquirer.

Jesse F. Spencer, who has been the Western Representative of The Philadelphia Inquirer for many years, with headquarters in Chicago, has joined this organization.

In Montreal



It Is The "STAR"

The largest individual users of newspaper space are Departmental Stores.

> The smallest individual users are the Classified Advertisers.

These two extremes represent the best guides in placing newspaper advertising. The Departmental Store executive represents the most expert and experienced judgment of local newspaper values, and the Classified Advertiser-the "Man in the Street"-represents the great mass of readers and buyers who put their own little Want Ad. in the paper whose advertisements they themselves are accustomed to read.

If in any city, there is a paper which is an outstanding leader both in Departmental Store, and Classified Advertising, that is the paper on which National Advertisers can most confidently rely.

In Montreal that Paper is— The Montreal Daily Star.

Canada's Greatest Newspaper.

Montreal

New York, U. S. A. DAN A. CARROLL 110 E. 42nd St.

ESTABLISHED 1860 BRANCH OFFICES:

Chicago, U. S. A. J. E. LUTZ 6 N. Michigan Ave.

Terente, Ont.
M. W. McGILLIVRAY 390 Bay St.

Canada

M. A. JAMIESON 17 Cockspur St., S. W. 1

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S.

hides, lasts and shoes of various kinds. The idea is interpreted to the reader by the caption: "The Evolution of the Style Guild. 1426—A Shoe Makers Guild of Old England. 1926—The Weyenberg Style Guild."

On the right-hand page of this spread we said: "The Weyenberg Style Guild—An Innovation in the Great Shoe Industry." And the copy proclaimed our big idea,

thus:

Over 500 years ago the shoe making industry of old England was banded together with the common purpose of designing and producing the finest footwear their crude tools made possible. This organization was known as The Shoemakers Guild. To each guild member his craft was an art to which he devoted his entire interest from boyhood and apprenticeship through the days of Journeyman. His ambition was ever the coveted position of Masterworkman.

Today, here within an auricle of the great shoe industry has awakened this pride of workmanship and as a result we have The Weyenberg Style Guild. Each member of this guild is a specialist in footwear designing. It is this guild that prepares the contours of our lasts. Here patterns and leather colors are created that these stylists know will sell months in advance. Here are originated the smartest, tastest selling styles the shoe

markets offer.

And coupled with the correct advance style originated by The Weyenberg Style Guild is the workmanship that has made the Weyenberg trademark a symbol of leadership in men's reconstructive footwear.

mark a symbol of resource popular-price footwear.

The Weyenberg Style Guild is proud to present its new Fall creations. Weyenberg representatives are now showing these styles. Write for folder.

This spread has been followed by other page advertisements in each of the shoe trade papers, all devoted primarily to the Guild as an institution. Other advertisements and all direct-by-mail pieces, as well as our regular letterhead, will bear a small illustration of this group of style men.

Although we are aware of the many attractive possibilities in this idea of the "Weyenberg Style Guild," no extensive publicity plans have been formulated as yet. The Guild is barely ten weeks old!

WANTED

Experienced

COPY WRITER

New York agency handling a few large national accounts is looking for a copy writer who has errived. He is employed now. Possibly with one of the biggest agencies, but may have felt, at times, that his particular streak of originality could find a better outlet with a medium size organization where there is no padlock on fresh ideas-a man who can write human copy that sparkles and scintillates and sells goods. If you are the man, write us about yourself and send two or three samples of your latest work. We hope you have written perfume copy, or men's wear that the haberdashers sell—but that's not essen tial. Salary? The more we pay the happier we'll be, because we want a man who has done things-one who can win medals! Your letter will be held in strict confidence. Members of our own staff have read this advertisement. Address V., Box 293, PRINTERS' INE.

Wanted A Copy Writer Who Knows the

Drug Field
A leading New York Ad-

vertising Agency needs a man who can write drug (NOT patent medicine) copy, and who is thoroughly acquainted with drug advertising and merchandising.

We are prepared to pay for experience and writing ability, and will judge both from letters of application.

Address "T," Box 291, care of Printers' Ink.

Oct.

Who Sells the Bulk of the **Building Material?**

Lumber dealers do. The scope of their business is increasing yearly. 35 to 50% of their sales are other than lumber. Good credit.

Write for survey listing items

Est. 1873 CHICAGO

YOUR OWN MOTION **PICTURES**

INDUSTRIAL EDUCATIONAL ADVERTISING

Consult this organization of pro-duction and distribution experts first. No obligation by asking for information or survey.

Over 5,000,000 circulation weekly.

ADVERTISING CO

General Executive Offices 220 W. 42nd St., N. Y. Wiscensin 0610 Phila, Office, 1916 Race St.

Binders for Printers' Ink

PRINTERS" INK binders will held an average of nine copies each. Figure six binders for a year's copies. Each issue, as received, can be securely featened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully ristble. Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold. PRINTERS' INK PUBLISHING COMPANY



28 West 44th Street, New York, N. Y.

Policy of Business Papers to-Ward Infringement Copy THE ASSOCIATED BUSINESS PAPERS,

Inc. New York, Sept. 30, 1926

Editor of Printres? Ink:

I have read with much interest the article in your issue of September 18 entitled "Don't Be Too Cocky When Warning Trade-mark Infringers."

In this connection, you may be in

Warning Trade-mark Infringers."

In this connection, you may be interested in the recommendations on this
subject made by the Associated Business Papers, Inc.. This recommendation was adopted in October, 1920:
"A business paper should not insert
advertisements in which the name of a
competitor is mentioned. This includes
advertisements of patent infringement
suits being started and advertisements
of preliminary injunctions.

suits being started and advertisements of preliminary injunctions.

"An advertisement of a final decision is admissible, provided the facts are capable of substantiation, the wording subject to approval, and the court and circumstances of the decision clearly stated.

"A general notice that patent rights will be protected against infringement as a general warning against the manufacture, sale or use of infringing appliances, is acceptable."

THE ASSOCIATED BUSINESS PAPERS, INC., JESSE H. NEAL, Executive Secretary.

Engineering and Contracting Company Appointments

C. A. Blauvelt, for many years with the Chicago office of the F. W. Dodge Corporation, has been appointed to represent the "Road and Street Catalog represent the "Road and Street Catalog and Data Book," in Chicago and Western territory, by the Engineering and Contracting Publishing Company, Chicago. M. E. Phillips has been made Western representative of Water Works and the "Water Works Catalog and Data Book," also published by the Engineering and Contracting company.

H. E. Bredemeier with Amcoin Coffee System, Inc.

H. E. Bredemeier, recently sales manager of the Schreiber Products Corporation, Buffalo, N. Y., has as-sumed the sales management of the Amcoin Coffee System, Inc., also of Buffalo,

Appoints M. C. Mogensen & Company

The Ashland, Oreg., Tidings has appointed M. C. Mogensen & Company, Inc., publishers' representative, as mitional advertising representative.

Joins Fuller & Smith Agency Theodore Gymer, formerly with the Powers-House Company, Cleveland, Powers-House Company, Cleveland, has joined the production department of Fuller & Smith, advertising agency, also of Cleveland.

to-



Men who make good today

Keep modern science at their fingertips -

DVERTISERS find the Scientific American a responsive medium because it reaches men who have rich purchasing power and who are keen and alert for new scientific developments in business, industry and daily living.

> THE advertisement reproduced is a part of the extensive magazine, newspaper and direct mail campaign now being conducted to widen the influence and deepen the interest of the Scientific American among "men who have made good."

SCIENTIFIC AMERICAN

Oct. 14

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PRINTERS' INK

A YOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TRLEFHOME: ASSILAND 6500, President and Secretary, J. I. ROMER. Vice-President, R. W. LAWERNCE, Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, Gove Compton, Manager. Atlanta Office: 704 Walton Building, Geo. M. Koun, Manager.

St. Louis Office: Syndicate Trust Building, A.D. McKinney, Manager. San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

M. C. Mogensen, Manager. Canadian Office: 92 Adelaide St., W., Toronto, H. M. Tandy, Manager.

Issued Thursdaya. Three dollars a year, \$1.50 for six months. Tee cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.
Advertising rates: Page, \$120: half page, \$60; quarter page, \$50; one inch. minimum #5.10; Classified 56 cents a line, minimum order \$3.25.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, Associate Editor BERNARD A. GRIMES, News Editor

C. B. Larrabes Roland Cole
E. B. Weiss Andrew M. Howe
Thomas F. Walsh
H. W. Marks

James H. Collina, Special Contributor A. H. Deute, Special Contributor John Allen Murphy, Special Contributor Chicago: G. A. Nichols

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker
Washington: James Trus
London: Thomas Russell

NEW YORK, OCTOBER 14, 1926

A Clean
Industry
Means New
Advertisers
not use it. The reason often turns
out to be the backward condition
of the industry of which they are

In an industry full of tricks and rampant in the use of dishonest methods it is hard for the honest firm to use advertising.

Such is the condition of the cotton dye industry. The fakes in that industry have made it well-nigh impossible for an honest firm to advertise. They have done this by an abuse of the guarantee. The gullibility and laziness of a large part of the public make it pos-

sible for a dishonest manufacturer to use a high-sounding guarantee clause to his own profit. The public is apathetic toward the task of forcing him to make good on his guarantee. He knows this. He can, in fact, figure out to an almost mathematical certainty just what percentage of his deceiful product will be returned to him.

All he need do is to distribute the anticipated loss on returns over the price of his goods and sail along, underselling at all times his honest competitors whose guarantees sound not one whit better than his own.

Right now dyed cotton fabrics are sold by scheming houses under the same identical guarantees as those under which the honest houses sell theirs. The dishonest house will take back faulty goods as readily as will the honest maker. The dishonest house being able to sell at a lower price has with volume busiaway ness and has made it impossible for the honest business to advertise. The honest businesses say their selling thunder was stolen when their guarantee was taken over by the dishonest houses. There is nothing to talk about, so why advertise?

The National Better Business Bureau has stepped into this situation. It says that it can show that industry how to put its own house in order and how to find an advertising point for the honest business.

What it proposes is to define, if possible, certain standards for dyes from several standpoints. A dyed cotton fabric guaranteed fast to washing will have to meet a certain standard. A dyed cotton fabric that is sold as being fast to sunlight will have to come up to another standard. The job is to find those standards.

A committee composed of M. D. C. Crawford of the Fairchild Publications, Miss Katherine A. Fisher of Good Housekeeping Institute, Dr. George A. Johnson of the Mellon Institute, and Edward L. Greene, director of the National Better Business Bureau, working in co-operation with the Lowell Textile Institute is trying to do the job,

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If the National Better Business Bureau succeeds in this undertaking it should be credited not only with the ability to straighten out a bad giling situation, but also with the ability to create new advertisers.

Speaking before Who Fallsthe Window Dis-Medlum or play Advertising Advertiser P Association, Stanley R. Latshaw, president of the Butterick Publishing Company, emphasized a phase of advertising thought which needs continual emphasis.

"We who are selling advertising space, whether it be in periodicals or in window displays," he said. "must remember that the first principle of our business is that we are selling primarily a means

of communication."

To illustrate his point, he described the hypothetical case of an advertiser who is offered an opportunity to tell his advertising message to 1,000,000 users of the telephone. On a certain hour this advertiser is told that as he lifts his telephone receiver, bells will ring in 1,000,000 homes throughout the United States and 1,000,000 people will answer the call. these homes there will be a variety of conditions; children coming home from school, women getting ready to go down town shopping, death, marriage. All the time the advertiser is talking receivers will be hung up, by the thousands, by the tens of thousands.

"Wouldn't this advertiser hire the greatest writer at his command to write his three-minute message? Wouldn't he hire the best orator to deliver that message? And if the message failed to interest each of those 1,000,000 listeners whom could he blame? The telephone company? No, because it offered merely the means of communication? Himself? Yes, because the failure would be due wholly to the fact that his message was so worded and so delivered that it could not hold the interest of all

the listeners.

I have heard a great many advertisers say," Latshaw, "'I continued Mr. have this used

magazine and it failed.' I have never heard an advertiser say, 'I have used this magazine and I failed.' Yet, after all, the medium, like the telephone, is only a means of communication and can do no more than deliver the advertiser's message as he writes it.'

A great deal of the blame Mr. Latshaw was inclined to lay at the doors of the mediums themselves. Sellers of advertising space in their enthusiasm for their mediums, in their faith in the power of their mediums as transmitters of messages, too often have given adverthe impression that the medium can work the impossible miracle of making poor advertising become good selling.

advertising men have known this to be true always, yet never have they been able to convince the advertiser that failure isn't usually due to the medium but to the copy. When more advertisers realize that mediums are primarily transmitters of a sales message and not salesmen, they will get their advertising down to a sounder basis. One of the tasks before the seller of space is to get this idea into the minds of his prospects.

The Big Stick in

Carl C. Magee, in his fight to edit the Albuquerque Advertising New Mexico State

Tribune, has come into close quarters with the pressure that is used to force a publisher to prostitute his editorial policy. Speaking before the Advertising Club of New York last week, he referred to one card played by his opponents in their effort to put him out of business.

It concerned the drive to cut off his sources of revenue by the withdrawal of advertising and the intimidation by local banking officials of other advertisers who persisted in using Mr. Magee's newspaper.

The wielding of the big stick made things look pretty black. His revenue quickly dropped off. His cloud was not without its silver lining, however, for the big stick hit only his local advertising. His

Oct. 14

national advertisers stayed with

This experience revealed two significant facts. It showed Mr. Magee that while the freedom of the press might be undermined by attacks within the law, he could depend, indirectly, upon his national advertisers for support in upholding the integrity of his publication. In other words, he is convinced that national advertisers have no desire or intention of mapping out the editorial course to be followed by the mediums in which they advertise.

Mr. Magee also learned that sticking to his guns was not without reward. When his local advertisers discovered that the paper refused to go under, they came back to the fold in greater num-

bers.

Thumbs
Down on
Storewide
Sales
meeting in Chicago of the Sales
Promotion Division of the Na-

meeting in Chicago of the Sales Promotion Division of the National Retail Dry Goods Association may become a fact. At this convention it was decided that the practice of many reputable stores of conducting sales at periodic intervals was not a method of stimulating business conducive to the best interests of the public or the store. The convention therefore "recommends that stores seek and adopt, wherever and whenever practicable, substitutes for this practice that will be more in line with modern constructive and normal merchandis-

Amen to that, says PRINTERS' INE. That the situation is one of no slight difficulty is admitted by all. Martin L. Straus, of the Hartman Furniture & Carpet Co., Chicago, speaking before this same convention, described his own experience with the no sale policy. Omitting one of the store's regular furniture sales resulted in \$100.000 loss for the first month and a \$75,000 loss for the second month. After which, the store abandoned the no sale plan and went back

to its previous sale policy with

The storewide sale is a long-established retail institution and many of the country's most successful and reputable stores employ it satisfactorily. Nevertheless, it was the conviction of the advertising representatives who attended the meeting-mentioned that the continued and uncontrolled growth of this method of stimulating sales should be opposed. That the practice cannot be eliminated suddenly and entirely is recognized by the language of the resolution adopted:

"We suggest, first, that each store make an impartial study of the benefits and detriments of the storewide sales now on their calendar; second, that each store discontinue those storewide sales of doubtful value, and, third, that each store continue only such storewide sales as promote public understanding and confidence in that store in particular, and retail distribution in

general."

The resolution is intelligent and far-sighted. It proposes nothing drastic or revolutionary. The end sought is an increase in "constructive and normal merchandising," which, after all, is the only sound way to benefit lastingly the mamfacturer, the store and the consumer.

Portland Cement Association Advances C. R. Ege

C. R. Ege has been appointed masger of the advertising and publications bureau of the Portland Cement Association, Chicago. He has been with the association for ten years and has served as manager of the highways bureau since 1920.

G. S. Eaton, who has been with the association for more than six years, has been appointed assistant manager of the advertising and publications bureau. T. J. Harris, also with the association for a number of years, has been made manager of the general education bureau.

Change in Magazine Advertising Summary

Beginning with this issue the Monthly Summary of Magazine Advertising will be figured in lines and pages. Users of this service find these units most convenient for measurement of advertising space.

1, 1926

conh of sales oracsudd by ition each of the heir tore of ach ndin in md ng nd



HE field of still life painting is an GHE field of still like partial one with un-

Not only must the product be portrayed faithfully, but it must be done with artistic and sympathetic hands.

Creating appetites is good salesmanship, and we have several men ready to help with your still life problems.

> Twelve cents in stamps will bring the current issue of the "Black Sheep."

ETHRIDGE

25 East 26th Street, New York City

SMART SET GUARANTEES 500,000

Advertising Rates Will Increase with the February 1927 Issue!

With SMART SET delivering in excess of one-half million circulation, advertising rates will increase with the February 1927 issue.

A tremendous advertising campaign makes thousands of new readers every month. The magazine itself holds old readers. For this reason, we feel sure that, even with the new guarantee, advertisers will continue to receive a large circulation bonus with each issue.

And, simultaneously, advertising lineage increases. Advertisers find that through SMART SET inquiries are easily obtained, buyers are easily found. The reason for this lies in the fact that SMART SET reaches the younger element, the buying element of today and of many tomorrows.

The January Issue Closes
October 20th.

SMART SET
R. E. BERLIN, Business Manager

119 West 40th Street, New York Chicago Adv. Office, 360 N. Michigan Ave.

Old Rate		New Rate
\$850.00	1 Page	\$1050.00
570.00	2 Columns	700.00
285.00	1 Column	350.00
2.00	Per Line	2.50
1750.00	Back Cover	2175.00
1600.00	Inside Covers	2000.00

By Ordering 12 Insertions Before October 20th You Save

1 Page	\$2400.00
2 Columns	1560.00
1 Column	780.00
Per Line	6.00
*Back Cover	5100.00
Inside Covers	4800.00

*Only three back covers available.

The January Issue Closes October 20th.



Oct

We Ha



If we staged a Golf Tournament-

If we could entertain our subscribers at the good old Scotch game, most of the "Who's Who" in America would tee off.

Meet the above foursome, they're a typical group. Mr. Tom Bradley (on the left) is mayor, Chamber of Commerce member and owner of the largest department store in Bradley, Wisconsin. J. Ferguson Meade III (marking the score card) pays an income tax on about \$500,000—a N. Y. bond broker by trade. Judge White (driving) has been on the San Francisco bench for twenty-nine years. N. D. Peck (with the pipe) hails from Dallas, Texas, where he is titled the best sales and advertising manager in the South.

In every city, community and hamlet in the country, there is always a certain group of financially independent leaders who direct the business activities, head the committees and run things in general. These executives and directors, these successful captains of industry pay admission by preference twelve times a year to see the pages of The Atlantic Monthly.

Surely your product would appeal to this selected market of 110,000 (ABC) leaders

May We Send You All the Facts?

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 ARLINGTON STREET

BOSTON, MASS.

14, 1926

OCTOBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Pages Lines Reviews 123 27,729

	r esco	Pillica
Review of Reviews		27,729
World's Work		26,037
Harper's	114	25,619
Atlantic Monthly	109	24,505
Scribner's	82	18,416
Golden Book	72	16,319
American Mercury	57	12,820
The Forum	46	10,444
Current History	30	6,720
Munsey's	27	6,174
Bookman	26	5,839
Street & Smith Comb	24	5,536
Everybody's	21	4,874
Wide World	21	4,704
Century	12	2,800
Blue Book	8	1.853

· Flat Size

TIME DIEG		
	Pages	Lines
American	115	49,491
Cosmopolitan	88	38,006
Physical Culture	66	28,907
Red Book	66	28,506
True Story	61	26,312
Photoplay	60	26,006
Smart Set	51	21,900
True Romances	49	21,307
Dream World	49	21,164
Better Homes & Gardens	.44	19,894
True Detective Mysteries	46	19,734
American Boy	28	19,550
Elks Magazine	40	18,392
Asia	39	17,136
Sunset	. 38	16,570
Boys' Life	24	16,372
Motion Picture Magazine	35	15,091
Secrets	29	12,456
American Legion Monthly	23	10,164
Fawcett's	23	9,950
Picture Play	18	8,008
Success	17	7,609
Film Fun	16	6,929
St. Nicholas	10	4,433

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues)	232	146,973
Ladies' Home Journal	162	110,543
Harper's Bazar	135	91,385
Good Housekeeping	204	87,681
Woman's Home Comp		76,556
McCall's	73	50,206
Pictorial Review	70	48,070
Holland's		36,610
Delineator		30.987

Purchasing Power!

It is the further when fur with of circulation that gives share its value.

Thato why leaders in advertising use I orless to reach orling when leaders Walker Drigg

FORBES



Reaching....

a Quality audience that consists of yachtsmen, 86% of whom are yacht owners—men whose incomes permit them to indulge their tastes in the luxuries of this world.

YACHTING is read by these men during their leisure moments—while they are in the most receptive of moods—the approach is ideal.

Advertising contracts received prior to December first will be accepted at our present rates. After that date a 40% increase will be effective.

RATE CARD and SAMPLE COPY UPON REQUEST

(Member of A. B. C.)



"The Quality Magazine of the Boating Field."

25 West 43rd St., New York City

Service Colonia VI 1979	Pages	Lines
Modern Priscilla	38	26,180
Designer	33	23,086
Woman's World	25	17,085
Farmer's Wife	24	16,418
People's Home Journal	22	15,560
Junior Home Magazine	21	14,308
Household Magazine	17	13,309
People's Popular Monthly	18	12,462
Needlecraft	17	12,116
Child Life	25	10,863
Mother's-Home Life	15	10,517
Fashionable Dress	13	9,163
Today's Housewife	7	5,183
Mess. of Sacred Heart	15	3,535

GENERAL AND CLASS

	Page:	5 Lines
House & Garden	199	125,884
Town & Country (2 is.)	141	95,085
Country Life	113	77,111
Vanity Fair	120	75,933
House Beautiful	111	70,330
Arts & Decoration	85	57,162
Popular Mechanics	173	38,752
Nation's Business	82	36,425
Radio Broadcast	82	36,401
Popular Science Monthly	8.3	35,711
System	82	35,192
Normal Instructor	45	31,007
Radio News	66	29,972
Garden & Home Builder	47	28,952
Popular Radio	67	28,743
International Studio	33	22,570
Field & Stream	51	22,035
World Traveler	33	21,093
Radio	44	19,600
Theatre	28	18,922
Science & Invention	33	14,573
Scientific American	20	13,891
Outdoor Life	30	13,262
Business	30	13,061
Outdoor Recreation	25	11,027
National Sportsman	24	10,307
Extension Magazine	13	8,944
Radio Age	19	8,166
The Rotarian	16	7,521
Forest & Stream	15	6,436
Association Men	5	6,288

11

CANADIAN MAGAZINES

	Pages	Lines
Maclean's (2 Sept. is.)	82	57,789
Can. Homes & Gardens	73	46,460
West. Home M'thly (Sept.)	44	32,202
Can. Home Jour. (Sept.)	45	31,931
Rod & Gun in Canada	25	11,042

SEPTEMBER WEEKLIES

September 1-7	Pages	Lines
Saturday Evening Post	93	63,615
Liberty	31	20,076
Forbes (Semi-Mo.)	33	15,110

14, 1926

26,180 23,086 17,085 16,418 15,560 14,308 13,309 12,462 12,116

10,863 10,517 9,163 5,183 3,535 Lines 25,884 95,085 77,111

75,933 70,330 7,162

8,752 6,425

6,401

5,711 5,192

1,007

3,952

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573 891

262

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307

944 166

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89 60

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18



THERE is a new map in the office of our president. It covers practically the full length of the wall. Needless to say, it is very impressive—very! And it is graphic too.

This enormous map is zoned to indicate the territories covered by our 7 traveling promotion men. It is full of colored pins show, ing the locations of our 70,000 newsstand customers. There are pins of other colors which indicate the operating territories of our 1000 wholesalers. With a capable and intelligent lecturer this map furnishes a vivid picture of our business.

We suggest that publishers, however remotely interested in Independent National Newsstand Distribution, take time off to pay this map and the Eastern Distributing Corporation a visit.

We can, at least, guarantee an interesting dissertation on the advantages and economies of independent newsstand distribution as we practice it.

EASTERN

DISTRIBUTING CORPORATION

45 West 45th Street, New York City

Bryant 1444

Oct.

To

k

Literary Digest	Page			Lges	
New Yorker		14,843	Judge	7	3,106
Collier's		12,883	The Nation	5	2,205
American Weekly			New Republic	5	2,205
Time		6,378 5,814	Churchman	4	1,955
Life	. 13	5,721	Youth's Companion	2	1,496
Christian Herald		4,680	Argosy-All-Story	5	1,171
Youth's Companion		3,026	September 29-30 Pa	ges	Lines
Argosy-All-Story		3,010		5	7,037
Outlook		2,543		9	4,200
Judge		1,990	The Nation	7	2,940
The Nation		1,732	Outlook	6	2,590
New Republic		1,543		1	1,036
Churchman		1,535	Madala din Guntanian D		*
			Totals for September Pa		Lines
September 8-14	Page		Saturday Evening Post. 54		371,755
Saturday Evening Pos		107,443	Liberty 15		109,608
Liberty		29,012	Literary Digest 16		74,671
New Yorker		22,440	New Yorker 16		72,890
Literary Digest		21,428	Collier's 8		55,809
Collier's		12,245	American Weekly 1		33,830
American Weekly		9,566	Forbes (Semi-Mo.) 7		32,603
Time		6,603	Time 6		27,222
Christian Herald		6,478	Life 59		25,490
Life		4,806	Christian Herald 29		19,839
Youth's Companion		3,570	Outlook 36		15,659
Outlook		3,512	New Republic 33		14,753
Judge		1,958	The Nation 27		11,707
Argosy-All-Story		1,792	Youth's Companion 16		11,450
Churchman	3	1,589	Judge 21		9,325
The Nation		1,575	Argosy-All-Story 30		6,855
New Republic		1,102	Churchman 15		6,419
September 15-21	Pages		RECAPITULATION OF AD		
Saturday Evening Post.		100,849	ING IN MONTHLY CLA	ASS	I-
Liberty	39	25,524	FICATIONS		
Literary Digest	46	21,275	Pag	es	Lines
New Yorker	46	20,154	1. Vogue (2 issues) 232	14	46,973
Forbes (Semi-Mo.)	38	17,493	2. House & Garden 199	12	25,884
Collier's	23	16,310	3. Ladies' Home Journal 162	11	10,543
American Weekly	4	7,752	4. Town & Country (2 is.) 141	5	95,085
Time	16	6,805	5. Harper's Bazar 135	5	91,385
Life	11	4,884	6. Good Housekeeping 204	8	37,681
Christian Herald	6	4,740	7. Country Life 113	7	77,111
Outlook	7	3,327	8. Woman's Home Comp. 112	7	6,556
The Nation		3,255	9. Vanity Fair 120	7	75,933
New Republic	6	2,866	10. House Beautiful 111	7	70,333
Youth's Companion	3	2,322	11. Maclean's (2 Sept. is.) 82	5	7,789
Judge		2,271	12. Arts & Decoration 85		7,162
Churchman	3	1,340	13. McCall's 73	5	0,206
Argosy-All-Story	3	882	14. American 115	4	19,491
September 22-28	Pages	Lines	15. Pictorial Review 70	4	8,070
Saturday Evening Post.	146	99,848	16. Can. Homes & Gardens 73	4	6,460
Liberty	39	25,396	17. Popular Mechanics 173	3	8,752
New Yorker	40	17,413	18. Cosmopolitan 88	3	8,006
	36	17,125	19. Holland's 48	3	6,610
Literary Digest		16,949	20. Nation's Business 82		6,425
American Weekly		10,134	21. Radio Broadcast 82		6,401
Time	19	8,000	22. Pop. Science Monthly 83		5,711
Life	13	5,879	23. System 82		5,192
Christian Herald	5	3,941	24. Wes. Home Mo. (Spt.) 44	3	2,202

14, 1926 es Lines 3,106 2,205 2,205 1,955 1,496 1,171 Lines 7,037 4,200 2,940 2,590 1,036 Lines 71,755 00,008 74,671 72,890 55,809

33,830

7,222 5,490 9,839

5,659 4,753

1,707 1,450 1,325

,855 ,419

773

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85 85 81

3



Social distinction characterizes the members of this club

To five hundred of them we wrote simply "Do you read Judge?" Of all who have replied thus far

70.3% read Judge

Nearly every one of these prominent clubmen wrote that his family all read Judge.

Identical tests of two more exclusive New York clubs

—Union and Bankers—are still to be announced.

Returns so far given show for the Yale, Harvard, and Racquet Clubs an average of 70.8% reading Judge.

Has your article the qualities for this kind of an audience?

Judge

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago

FOUR-YEAR RECORD OF OCTOBER ADVERTISING

G)	ENERAL	MAGAZI		LUTL	Diner
	1926	1925	1924	1923	Total
American	Lines	Lines	Lines	Lines	Lines
American	49,491	50,524	46,077	50,215	196,307
Maclean's (2 Sept. issues) Cosmopolitan	438 006	53,743 †38,583	44,464 25,985	40,074 27,241	
Physical Culture	28,907	32,119	29,509	29,643	129,815 120,178
Review of Pavience			29,904	30,604	
Red Book World's Work Atlantic Monthly Photoplay	28,506 26,037 24,505 26,006	27,762 27,002	25,901	31,995	114.164
World's Work	26,037	27,002	25,830	27,776	106,645
Photoplay	24,505	26,400	26,233	27,711	104,849
Harper's	25,619	22 300	22,278 18,734	24,281	96,980
Rarper's Scribner's American Boy Motion Picture Magazine Sunset Boys' Life Success	18.416	26,400 24,415 22,300 17,998	18,892	24,281 21,229 20,944	87,882
American Boy	*19,550	*17,488	17,600	15,378	76,250
Motion Picture Magazine	15,091	14,589	13,530	19,579	70,016 64,795
Sunset	16,570	14,008	13,652	17,001	61,231
Boys' Lite	16,372	14,668	15,048		
Century	2,800	12,722	13,013	14,048	47,392
Everybody's	4.874	6,051	9,800 5,076	18,592 5,064	38,136 21,065
Everybody's Munsey's St. Nicholas	6,174	4,634	4,311	4,928	20,047
St. Nicholas	*4,433	3,248	3,136	3,248	14,065
* New size.	444,484	444,381			
† Hearst's combined with Cosmo	politan.		,	,	217 10,072
W	OMEN'S	MAGAZII	NES		
Vogue (2 issues) Ladies' Home Journal Harper's Bazar Good Housekeeping Woman's Home Companion Pictorial Review McCall's Delineator	146,973	136,405	113,516	114,968	511,862
Ladies' Home Journal	110,543	103,036	85,974	97.112	396,665
Good Housekeeping	91,385	96,544	86,597	82,827 67,503 57,702	357,353
Woman's Home Companion	76 556	85,217	69,357 56,475	67,503	309,758
Pictorial Review	*47.080	69,640 *42,541 *35,116	60,800	59,052	260,373 209,473
McCall's	*50,206	*35,116	*36,411	49,107	170,840
Delineator & Woman's Magazine	30,987	37,053	31,531	31,000	130,571
	63,000	37,300		25,477	111,307
Modern Priscilla	26,180	24,958	22,525	23,256	96,919
Woman's World People's Home Journal People's Popular Monthly	17,085 15,560	20,421	19,000		74,212
People's Popular Monthly	*12.462		18,234	18,020	70,914
Needlecraft	12,116	14,620	12,986 13,730	17,330 11,333	57,028 51,799
Needlecraft	*12,462 12,116 10,517	14,620 14,523	10,012	10,520	45,572
* New size.	758,417	747,732	665,584	682,913	
		AGAZINE		0001220	210211010
House & Garden	125,884	93,152	79,188	82,034	380,258
Town & Country (2 issues)	95,085	85,030	68,280	66,038	314,433
Country Life	†77,111	†72,699	71,232 48,740	43,344	264,386
Country Life	75,933	59,939 †52,345	48,740	50,343	234,955
Auto & December	170,330	152,343	47,835	35,462 28,812	
Arts & Decoration	38 752	40,110 36,652 *37,254 33,094	29,526	34,496	145.516
Popular Science Monthly	*35,711	*37,254	35,616 *34,330 34,936	28,064	145,516 135,359 134,477
System	35,192	33,094	34,936	28,064 31,255	134,477
Nation's Business	36,425	30,241 22,930	25,885	20,812	113,363
	22,035	22,930	20,506	23,309	88,780
Theatre Scientific American	13,891	17,805 16,216	17,019 16,534	19,118	72,864 62,778
International Studio	22,570	16,269	15,219	16,137 8,235	62,293
International Studio Science & Invention	14,573	14.010	15,721	15.495	59,799
Outdoor Life	13,262 13,061	13,702	14,182	13,876	55,022
Business	13,061	14,010 13,702 14,768 12,556	14,182 12,907 13,271	13,439	54,175
National Sportsman	10,307	12,556	13,271	14,815	50,949
National Sportsman Outdoor Recreation Forest & Stream	11,027	10,627	11,432	12,165	45,251
	6,436	7,068	9,828	10,491	33,823
New size.	793,669	686,467	622,187	567,740	2,670,063
† Changed to four-column page.	TEC /A	C	F	4	
Catuadan Fusaing Past	371 755	September 362,801		\$328,371	1,370,527
Saturday Evening Post Literary Digest	74.671	71.800	72.162	\$74,225	292,858
American Weekly	33,830	29,980	58,176	178,726	200,712
Collier's	33,830 55,809	29,980 45,867 28,335	34,431	122,880	158,987
Forbes (2 issues)	32,603	28,335	18,945	\$22,880 23,776	103,659
Life	125,490	20,406 24,006	16,565	19.517	81,978
Collier's	19,839	24,006	17,166 17,780	316,466	77,477
Outlook	\$13,039	\$18,382	17,780		70,989
	629,656	601,577		583,129	2,357,187
Grand Totals	626,226	2,480,157	2,241,575	2,274,010	9,621,969

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Reporting Progress

During the first ten months of 1926, as compared with the same period of 1925, national advertising volume has increased 400%.

The November 1926 issue, out October 25th, contains 66 pages of paid advertising.

Net paid circulation increased 30% the first six months—growing even faster now.

THE AMERICAN MERCURY

Edited by H. L. MENCKEN

ALFRED A. KNOPF, Publisher

730 Fifth Avenue

New York

Advertising Club News

Los Angeles Club Appoints Educational Director

Educational Director
Dr. W. D. Moriarty, professor of
economics at the University of Southern
California, has been appointed educational director of the Los Angeles Advertising Club. He will have charge of
the work being done by the club on the
problem of the economics of advertising. Efforts are being made to have
advertising included in the curriculum
of schools of all grades. This subject
has already been made a major study
in the business school of the Southern
California University. California University.

The Round Table of the Los Angeles Club will give a series of programs at which a complete advertising campaign on an as yet unnamed breakfast food, will be carried through from market analysis to a theoretically successful fin-A number of meetings will be given over to talks on the various medi-ums which would be used in a cam-paign. Among those who will speak at

ums which would be paign. Among hose who will speak at these discussions are:

Water Burn, Pacific Coast manager of the Bureau of Advertising, American Newspaper Publishers' Association, who will talk on "The Newspaper Medium"; Ralph Blanchard, of the Blanchard-Nichols-Coleman Company, "The Magazine Medium," and Howard McKay, of Foster & Kleiser, "Outdoor Advertising." Dr. Moriarty will act as an adviser to the Round Table.

Lafayette, Ind., to Have Advertising Club

Preliminary steps toward the organ-ation of an advertising club have ization of an advertising clubbeen taken at Lafayette, Ind. twenty Lafayette business men ac-tended the organization meeting which was presided over by Roger Wood. Committees were named and October 18 was set for the next meeting which will be attended by delegations from the advertising clubs of Indianapolis, Anderson and Muncie.

Women's Club of Philadelphia Awards Scholarships

Two students attending the Charles Morris Price School of Advertising and Journalism, conducted by the Poor Richard Club. and Journalism, conducted by the Poor Richard Club, were presented with two-year scholarships in that school, by the Philadelphia Club of Advertising Women, at a recent meeting. The stu-dents are Ruth Moore and Sarah Uhr.

New Haven Club Sponsors Advertising Course

The New Haven, Conn., Advertising Club is sponsoring a course in advertising at New Haven College. James S. Martin is the instructor. Thirty-three students have enrolled for the course.

Minneapolis Members Visit Red Wing Club

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A number of members of the Mime-apolis Advertising Club recently a-tended a meeting of the Advertising Club of Red Wing, Minn. The Red Wing club members were urged to at-tend the convention of the Eighth Dis-trict of the International Advertising Association at Minneapolis this week.

New Chairmen Appointed by Women's Club of Baltimore

The Women's Advertising Club Baltimore has appointed Marie Pfeiffer chairman of the attendance committee.
Other chairmen recently named are:
Membership, Elizabeth Farrell; grogram, Elizabeth Minier; reception, Mr.,
Mary Robb, and publicity, Murie Grant.

Spokane Club Studies Merchandising

A study of merchandising from many angles is being undertaken by the Ad vertising Club of Spokane, Wash, this fall. R. C. Lee is leading the discu-sion through the various stages of successful merchandising.

New Director for Oakland

The Oakland, Calif., Advertising Club has appointed Emil Nusbaum, who is advertising manager of the Oakland Post-Enguiser, as a member of the board of directors. He succeeds Guy Thorn, resigned.

E. S. Jordan a National Bureau Director

Edward S. Jordan, president of the Jordan Motor Car Company, Cleveland, has been appointed a member of the board of directors of the National Better Business Bureau.

Boston Advertising Golfers to Meet

The second golf tournament of the season of the Advertising Club of Bos-ton will be held at the Pine Brook Valley Country Club, Weston, Mass., on October 27.

H. J. Ryan Heads Northwest Co-operation Committee

H. J. Ryan, former president of the Seattle Advertising Club, has been ap-pointed chairman of the Northwest co-operation committee of the Pacific Cuss Advertising Clubs Association.

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Compares Free Hats and Free Publicity

Following the purchase of a suit of clothes, no one would think to ask for a free hat and, if one did, really expect the retailer to meet his wishes. Such a request, while it might appear to be absurd, is closely paralleled in the requests for free publicity which publishers receive, according to James F. Pollock, vice-president and business manager of the Toledo, Ohio, News-Rec.

Bee.

In a talk before a recent joint meeting of the Toledo Advertising Club and the Women's Advertising Club of Toledo, Mr. Pollock broached the above simile in a discussion of free publicity. Most advertisers do not realize that when they ask for stories which are pure advertising that they are requesting free space which is for sale, he said. On the other hand, these same business men, he declared, would never ak nor expect to receive a free hat with another purchase bought and paid for on its merits. for on its merits.

Junior Advertising Council for Chicago

An advertising club for young men between the ages of twenty-one and thirty-five is being organized at Chicago. It will be affiliated with the advertising division of the Junior Association of Commerce of Chicago just as the senior Advertising Council of that city is a part of the senior Association of Commerce.

ciation of Commerce.

A preliminary meeting was held last week at which plans for a definite organization and a membership drive were made. The meeting was addressed by William D. Salteil, president of the Junior Association of Commerce, Arnold Joerns Company, Chicago advertising agency, and Norman J. Sugg, secretary of the Junior Association of Commerce. Officers for the club will be elected at the next meeting.

Price Control Discussed Before Providence Club

"Control of Retail Prices by the Manufacturer," was the topic discussed at meeting last week of the Town Criers' of Rhode Island, Providence advertising club. The speaker, William H. C. Clarke, representative of the American Fair Trade League, outlined the history of price control in this country and abroad.

Dinner for Waterbury Club

The Advertising Club of Waterbury, Conn., will hold its annual dinner and dance on October 25, at the Hotel Elton. I. B. Myera, of the Waterbury Republican-American, is chairman of the committee in charge of arrangements.

H. C. Squires Again Heads Second District

At the annual meeting of the Second District of the International Advertis-ing Association, which was held at Lan-caster, Pa., last week, H. C. Squires, of the International Correspondence Schools, Scranton,

Pa., was r chairman. was re-elected S. Roland Hall, of Easton, Pa., was elected vice-chair-man and Mrs. Florence Beidel-man, of Bethle-hem, secretarytreasurer.

As representa-tives from the Second District to the Advertising Commission, the following were named: Lester



Mueller, Baltimore; W. W. Heidelbaugh, Lancaster; Miles R. Frisbie, Schenectady, and Mr. Squires. Delegates from advertising clubs in the States of New York, New Jersey, Delaware, Pennsylvania and Maryland, leave up the territory of the disconvention. They convention. They convention. tisers' Club which was in charge of

arrangements.

That there is little to be gained by a policy of secrecy was emphasized in a talk by C. D. Garretson, president of the Electric Hose & Rubber Company, Wilmington. His concern, he said, believes in laying its cards on the table in front of its customers and its com-petitors. "I tell my competitors what I am doing," Mr. Garretson explained, "and if they want to do anything dif-ferent they can be guided by my system."

aystem."

A few of the businesses which have been developed as a result of the popularizing of the motor car were described by A. R. MacDonald, editorial director of System, Chicago. Among these are garages, filling stations, outlying barbecues, accessory stores, tourist camps and tire stores, all of which, he said, have made modern life and the relationship more complex between seller and ship more complex between seller and

ship more complex solutions of the H. E. Lesan Advertising Agency. Inc., in an address on community advertising, laid particular stress on the importance of preliminary investigation and research work as the first step in the planning of a campaign. Another speaker was George W. Norris, governor, Federal Reserve Bank of Philadelphia, whose speech is given in part elsewhere in this issue. The program deiphis, waose specia is given in part elsewhere in this issue. The program and policies of the International asso-ciation were outlined by C. K. Wood-bridge, president, who explained how the Second District could help in carry-ing these out.

ing these out, Schenectady was chosen as the next annual meeting place for the district.

The Little Schoolmaster's Classroom

IN an Iowa newspaper the Schoolmaster reads this somewhat remarkable suggestion: "The farmer
patrons of Sears, Roebuck & Company will no doubt be surprised
to learn that in return for the millions in profits they have given
that institution and its head, they
are now confronted with Julius
Rosenwald's statement that the
Haugen bill is uneconomic and
should not become a law. . . .
Bloated with the profits the farmers have given him, Rosenwald
now tells them they have not sense
enough to know what they should
have in the way of farm relief."

have in the way of farm relief."
The farmers, their wives and daughters are urged to pin up the Rosenwald statement in a prominent place where they can be sure to see it when next they are tempted to send in an order for mail-

order merchandise.

In this kind of talk is to be seen one of the root reasons why the mail-order houses have grown so great. Here is a sample of the misguided efforts to combat mailorder houses put forth by retailers and their friends in the form of advertising or propaganda. Rosenwald may be right or wrong in his estimate of the Haugen bill. It is not for us to say. will be generally admitted that he is a high-minded business man, supposedly honest in his convictions. A man's success in making a few million dollars does not necessarily thinking machinery. Neither does it deprive him of the privilege of having opinions upon subjects such as farm relief-a proposition that is of vital concern not only to the farmer but to the country as a whole.

Anybody has a right to be an enemy of the mail-order houses if he so desires. But the big point to remember is talking against mail order is not saying anything for the retailer. And the retailer has plenty of sound, positive arguments that could be and ought to be advanced in his favor.

In this connection the School-

master is reminded of a six weeks' co-operative retail advertising campaign in a certain town against hosiery sellers and other house-tohouse can assers.

"I doubt if this was any real benefit to us," one thoughtful dealer admits. "People get a wrong impression of us when they see us jumping on our competitors all the time."

His doubt is well placed.

Just because a retailer, a manufacturer or anybody else is against a hated (or feared) competitor, is no reason why people should buy goods from him. He ought to speak positively for himself if he has anything to say, and then he may begin to get somewhere.

The hymn of hate is negative, to say the least, and therefore has

no place in advertising.

An unusual salutation is being used on the correspondence that comes from the Howdy Company of St. Louis, manufacturer of soft drinks. Instead of using the conventional "Dear Sir," or "Gentlemen," all letters open with "Howdy."

In addition to having a salutation that ties up with the firm name, the company solves a problem in its own organization which is giving many concerns much

thought.

There never seems an end to the questions which crop up regarding the proper salutation to use on sales letters, form letters and other correspondence, and the use of one common salutation eliminates this and provides an interesting start for a letter as well.

A Southern manufacturer of hardwood lumber, it seemed, had an overstock of his merchandise. He thought he would write a few letters to big users, offering them an especially low price in an effort to move the goods.

The Schoolmaster is indebted to the American Lumberman for a copy of a letter the manufacturer real tful a hey

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Square Pegs-Square Holes

The haphazard trial and error method pursued by young fellows and girls in finding their life work leads to unnecessary discouragement and maladjustment. Millions are wasted in labor turnover. Splendid talent often goes the way of all flesh. Intelligent vocational guidance and placement fits the square pegs in the square holes.

The Kiwanians of Oakland, California, are leading in such activity. They conducted an employment survey, induced the Board of Education to finance an employment division, helped to establish a Junior Placement Bureau, worked with other personnel groups and secured cooperation to form the Service Clubs Council.

Contact with 3500 employers is now maintained, over 3000 job applications were handled this year and over 10,000 interviews held. Youth is being served.

150 men make up the Oakland Kiwanis Club. 100,000 such men, business owners, executives and professional men are buyers. They will read your message in their own national medium—

The Kiwanis Magazine

164 W. Jackson Blvd.



Chicago, Illinois

WE BUILD

Oct



House (

We are producers of some of the oldest and most successful house-organs in the country. Edited and printed in lots of 250 to 25,000 at 5 to 15 cents per name per month. Write for a copy of The William Feather Magazine.

We produce The James-Sanford Magazine The William Feather Company 607 Caxton Building : Cleveland, Ohio

WANTED—Established trade paper in good basic industry by publisher. Please send full details of gross business, cost of operation, present staff, etc. communications strictly confidential. Address "H." Box 143, Printers' Ink.

"99% MAILING LISTS"

Stockholders—Investors—Individuals— Business firms for every need, guaran-teed—reliable and individually compiled. There is no list we can't furnish any-where. Catalogue and information on where, request.

NATIONAL LIST CO. 847-A Broad St., Newark, N. J.



wrote to a large industrial concern in a Northern town:

Gentlemen:

Will you kindly let me know what
your requirements are in the way of
ash, oak, hickory, maple and other hard
advising as to grades and alses and, our, nectory, maple and other hard-woods, advising as to grades and sizes of lumber and amounts of different sizes and if possible let me have prices f.o.b. cars this city, or at loading points taking rates 3 cents up to 12 cents to

taking rates 3 cents up to 12 cents to this point? Would be pleased to have your early reply as am in position to furnish you some of the above stock and in the event your prices are right can furnish large amounts of hardwoods. Could ship into this city, and you could no doubt arrange for a steamer to return you some of this stock on each

return you some of this stock on each

frip.

In the event you have an agent here who can give me this information if you will kindly let me have his address I will call on him.

Thanking you for an early reply, I am Yours very truly

The Schoolmaster would like to ask the members of the Class what they make out of this letter. He himself read it several times and made as many different guesses.

Being interpreted, however (or perhaps translated would be a better term), the prospect was offered an opportunity to name his own price for his current hard lumber requirements. This 18 quite an alluring offer, in as much as the goods in question are of known quality and the company of high repute. But, for some amazing reason or the lack of it, the manufacturer saw fit to disguise, conceal or protect his offer under the cover of meaningless words.

Did he want to sell the goods or The latter would almost not? seem to be the case because of the completeness with which the offer was covered. If the manufacturer wanted it this way, the Schoolmaster will have to admit he did a very clever job.

Or, was this remarkable missive perpetrated through a lack of knowledge of the fundamental principles of business letter writ-This would seem to be the proper explanation, because if the man wanted to keep his goods the obvious course would be to say nothing about them.

Anyway, he is keeping them so far as the Northern customer is The letter was filed concerned. without reply.

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QUICK AND ECONOMICAL AS WELL AS MORE EFFECTIVE



Since 1911 we have been putting into type advertisements and publications for many concerns that you know.

And we've been doing this without "guessing," without excessive alterations, charges, and without delay.

With all the modern type faces we do Hand Composition, and Linotype Composition, as well as Monotype Composition—in any quantity.



GILBERT P. FARRAR Associated with NEW YORK MONOTYPE COMPOSITION COMPANY

INC

Publication and Advertisement
Composition and Layouts
PRINTING CRAFTS BLDG., 461 EIGHTH AVE.
NEW YORK

Oct. I

I am coming over two thousand miles to see you

Ambitious Englishman, at present holding down well paid job on selling and advertising side of well-known British Business is coming over to connect with U.S.A. firm who want putting on the map in Britain.

Here is a keen man who is investing £350 in this trip and resigning departmental control of Britain's largest auto accessory because he wants to hold down a bigger position.

down a bigger position.

Write or cable appointment—no obligation:

Barry, Harcourt, Shirehall Park, LONDON, N. W. 4, ENGLAND.



Listen to the masterful logic of one of Uncle Sam's copy writers. The excerpt is taken from a poster of the Bureau of Fisheries, to be tacked up, presumably, in post offices and other Federal premises where the citizeny foregather. This is the particular morsel held up for the inspection of the Class:

"There are millions of carp in the United States. The last census shows that 43,000,000 pounds were marketed in one year.

"Somebody ate those 43,000,000 pounds of carp. Therefore the carp must be good to eat."

Now let us see what possibilities this copy slant possesses. Suppose the Amalgamated Bostleggers Union would use the same method and publish the following:

"Somebody drank those 143,000, 000 quarts of bootleg liquor. Therefore the stuff must be good to drink."

Instead of harassing the advertising agencies, Uncle Sam might put an advertisement in Printer's INK for a copy writer who can write bulletins that will not induce smiles even from the layman.

As the Schoolmaster picked up his copy of "A Sales Manager's Field Letters to His Men," W. Livingston Larned's exceedingly interesting and practical handling of a number of important sales problems, he was arrested by the following notice written by the publishers, Harper & Brothers, on an inside flap of the jacket:

The Value of Business Reading "In hiring men for positions of re-



TORONTO-92 Adelaide Street West

logic copy taken au of

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The lineage of the local merchants is governed by results—they place their business accordingly.

It is a good idea to follow the trend of their judgment. Place your advertising in The News in Saint Paul.

Gain

Advertising Gain Year 1923 682,234 lines

Advertising Gain Year 1924 269,752 lines

Advertising Gain Year 1925 481,404 lines

Advertising Gain 8 Months 1926 529,550 lines

THE ST. PAUL DAILY NEWS

C. D. BERTOLET
General Manager
NATIONAL ADVERTISING
30 N. Dearborn St., Chicago, Ill.

New York Representative 386 Fifth Avenue E. E. Welcett

Chicago Representatives
30 N. Dearbern St.
T. C. Lemon B. D. Butler
S. P. LaDue

Kansas City, Ma., Representatives Land Bank Bidg. Davies & Dillon

Pacific Coast Representatives
R. J. Bidwell Co.
San Francisco, 742 Market St.
Los Angeles, Times Bidg.
Seattle, White Heary Stuart Bidg.

Oct

Agency Business-Getter Wanted!

The leading agency in North and South Carolina wants an experienced man who CAN GET NEW BUSINESS. Have National recognition, good reputation with clients and publishers, amply financed, and ready to work with a man who can produce new business which will be adequately cared for, fulfilling your promises to new clients. Prefer a man who has enough confidence in ability to work on commission basis, but will consider all applications and decide upon best man. Whether you prefer straight man. Whether you prefer straight salary or commission, answer, giving complete details of experience and salary or working arrangement that will be satisfactory to you. Interview will be made. All applications in strictest confidence. Address "J," Box 144, Printers' Ink.

> AnAccount Executive

who is now in full charge of piloting a few national accounts. can become the third principal in an established agency where he can be given greater opportunity and keep his individuality protected. This is a small but solid agency in its third year with a record of producing good pulling copy. Investment not necessary, but optional. Communications held in confidence.

Address "G" Box 143. Printers' Ink Weekly.

44444444444444444 **Building Material Sales Executive**

The sales manager of nationally known build-ing material firm is seeking a connection with greater pessibilities. Three years' record shows a solling cost of loss than 3 per cent., isoluding servicing of installation.

Age thirty-twe, wide acquaintance in build-ing material field, for six years was under personal supervision of the president of a company whose product is sold in overy retail lumber yard in the country. Address "E," Box 141, Printers' ink.

sponsibility," said an executive of a large corporation, "one of the points upon which I demand information is the extent of the applicant's reading along business lines. The response gos far in assigning the man a rating in any estimation. Lack of time is a reason often proffered to excuse is reason often proffered to excuse is reason often proffered to excuse is reason of the contemporaneous literature of one's choisen field of endeave, "Clip a few minutes daily from your perusal of the sporting page and devote this period to solid business reading, and the result will soon show in your pay envelope."

On page 164 of the book the Schoolmaster found the following sentence which not only acts as a postscript for one of the letters but also might be taken as a postscript to the publisher's advice:

Read the trade magazines published for dealer and manufacturer alike. They help.

Incidentally Mr. Larned's book will 'make excellent' reading for both sales executives and their salesmen. It treats of many phases of salesmanship, not in a dry and theoretical manner but with a real touch of practical human interest.

> P. G. Bredesen with Des Moines Papers

Philip G. Bredesen is now associated as assistant manager of the syndicate department of The Register and Tribute Company, Des Moines, Iowa. It was erroneously reported that he had been appointed assistant manager of the company.

Fur Account for St. Louis Agency

The Victor Fur Company, St. Lauis, raw furs, has appointed the Ras-Gould Company, advertising agency, also of St. Louis, to direct its advertising account. Farm papers will be used.

> C. B. Clason with Winston, Inc.

Clyde B. Clason, recently with Evan Associates, Inc., Chicago, has joined Winston, Inc., also of Chicago, sub-lisher of Electric Light and Pour. He will be in the readers' service bureau.

GIBBONS knows CANADA"

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However storms may interfere with travel, telephone operators are at their posts

An Unfailing Service

Americans rely upon quick communication and prove it by using the telephone seventy million times every twenty-four hours. In each case some one person of a hundred million has been called for by some other person and connected with him by means of telephone wires.

So commonly used is the telephone that it has come to be taken for granted. Like the air they breathe, people do not think of it except when in rare instances they feel the lack of it.

Imagine the seventeen million American telephones dumb, and the wires dead. Many of the every-day activities would be paralyzed. Mails, telegraphs and every means of communication and transportation would be overburdened. The streets and elevators would be crowded with messengers. Newspaper men, doctors, policemen, firemen and business men would find themselves facing conditions more difficult than those of fifty years ago, before the telephone had been invented.

To prevent such a catastrophe is the daily work of three hundred thousand telephone men and women. To maintain an uninterrupted and dependable telephone service is the purpose of the Bell System, and to that purpose all its energy and resources are devoted.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES



IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FOR-WARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION

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Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25 First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters
Modern Out-Cost Equipment
Also Rebuilt Machinery
Conner Fendler Branch, A. T. F. Co.
New York City

Wanted-

To buy a small magazine, acquire an interest in one or lease. Box 445, care of Printers' Ink.

New Bulletin of Publishing Properties for Sale just out. Send for your copy. HARRIS-DIBBLE COM-PANY, 345 Madison Avenue, New York City.

ARTIST

wants space with Advertiser, Publication or Photographer. Vicinity of Grand Central. Box 447, P. I.

High Grade Publication Wanted. Printing Plant in Central New York can take on High Grade Small Publication. Well equipped Plant—Monotype, 2-color Press, exceptionally good composing room and bindery equipment, etc. Box 441, P. I.

DIRECT MAIL MAN

One who can write compelling copy. An exceptional opportunity to become associated with New York Educational Institution selling professional Home Study Courses. Small investment required. State qualifications fully.

P. O. Box 206, Station N, New York



YOUR SPARE TIME

Write for exclusive territory on our copyrighted Farmers' Calendar. Just one size, one style. Sample weighs two ounces. Big seller to Banks, Hardware Merchants, Implement Dealers, Real Estate and Insurance Agents, Lumber Yards. In fact every line is a prospect. If you fail to sell but report the call, we get the order and pay you just the same. Old established Company with loyal customers and 90 per cent repeat business. In writing give permanent address.

AMERICAN CALENDAR CO. Greenville, Tennessee Wanted—Experienced advertising may with \$5,000 to purchase interest in are trade journal, only one in large and profitable field; less than one year old and already showing profits. Box 458, Frinters' Ink.

AW EXCELLENT OPENING FOR A BUSINESS-LIKE YOUNG MAN PREFERABLY A COLLEGE GRANDERS OF THE PROPERTY OF THE PROPER

HELP WANTED

Classified Balesman—Successful, experienced, classified salesman with good record. Must thoroughly understand building classified. Give record, full particulars, and photo in first letter. CEDAR RAPIDS REPUBLICAN, CEDAR RAPIDS, IOWA.

ADVERTISING COPY WRITER AND LAYOUT MAN to prepare newspage advertisements, direct-mail and dealer literature and house-organ stories along Quality lines for large manufacture of nationally advertised planos. State age, experience and salary expected. Box 455, Printers' Ink.

ARTIST

A large, high class Label manufacturer offers a fine opportunity to an adept and skillful original sketch artist. He must be thoroughly experienced at colored Label designing and capable of handling men. Please state past and present connections, also salary expected. All communications will be treated with the utmost confidence. Box 449, P. I.

Copy and Layout

Man or woman to write copy and male rough layouts. This position is in the advertising service department of a Chicago publisher and requires experience, knowledge of advertising mechanicand the ability to put the advertising message across. Good future assured. Salary to start \$60.00. Give complete details of experience and submit samples of your work and a photograph if possible. Box 456, Printers' Ink, Chicago Office.

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Airartising Salesman—Successful, experienced, advertising salesman with record as reference. Salary and attractive commission offer. Must come at once. Give full details in first letter with aboto. CEDAR RAPIDS REPUBLICAN, CEDAR RAPIDS, IOWA.

Agency Contact Men

Aggressive Detroit advertising agency, small, well financed, national recognition, desires two men to sell agency's services. Many prospects. Excellent cooperation. Gentiles. Box 472, P. I.

SALESMEN WANTED

30% commission selling a newspaper cut service to grocers. Fine art work, strong copy with a human interest appeal. A profitable side line making you \$31.20 on each sale. State territory covered and your ep, with cut services. Address Charles E Morgan, Human Interest Advertising, 2004 W. Seventh St., Los Angeles, Calif.

EXPERIENCED COPY WRITER FOR RADIO ACCOUNT

Advertising agency will employ a highgrade copy writer for national radio account. Must have had years of copy writing experience and be thoroughly familiar with radio. We want a man whose copy is positively first class. None other need apply. State experience in full. Box 444, Printers' Ink.

Advertising Manager

Forceful copy writer; attractive layouts; thorough knowledge merchandising and mechanical details; capable sales executive, thoroughly conversant with trade, consumer and direct mail advertising; 8 years experience. Box 175, 228 West 42nd Street, N. Y.

LITHOGRAPHIC SALESMAN WANTED

By a leading New York color lithographic organization, founded twenty years ago; enjoying an excellent reputation for high grade production and non serving large packers and national advertisers. Our modern equipped plant operating at low cost enables a real lithographic salesman to make new contacts on the right basis to reduce sales resistance and counteract—competitive low bids. The man we want must be thoroughly seasoned in selling large runs of color lithography to quantity buyers in the local market—one who has already reached success and is anxious to expand on a larger scale. Unlimited co-operation will be extended to such a man as we will make it easy for him to secure new accounts and we will place him in a position to render a broader and better service to his present clients. Satisfactory compensation in the form of liberal commissions. We suggest that you write us about yourself covering your experience and success to enable us to decide upon the advisability of a personal, confidential interview. Box 452, P. I.

A WRITER Publicity and House Organ

Experienced writer; able to handle engineering products; nose for news; good personality. State age, education, salary, outline exp. Advertising Department, Ohio Brass Company, Mansfield, Ohio.

POSITIONS WANTED

Editorial: College girl with executive ability and three years' metropolitan experience desires contact with high class New York publication. Address Box 475, Printers' Ink.

Advertising Saleaman, 30 years of age; well educated, good appearance, eight years' experience in agency and newspaper fields. Open for a real proposition. Best references. Box 463, P. I.

ARTIST

commercial, several years' experience, thoroughly acquainted with modernistic style of designing, desires position Frank Hofmann, 525 W. 25th Street.

Young man wishes connection with agency or national advertiser for production and research work. Year and a half as solicitor for leading class publication. College education, hard worker. Box 446, P. I.

CARTOONIST

15 years' experience—with exceptional humor, desires additional accounts or position. Also radio comic strip to offer publication or syndicate. Box 460, P. I.

ADVERTISING WOMAN—7 years experience in merchandising and writing department store advertising. Agreeable, alert, capable of producing work of sparkle and sincerity. Box 454, P. I.

Advertising Salesman

with dominant group trade publications. Desires change. Married, 30, successful. Box 473, Printers' Ink.

Copy Writer, young woman, experienced in direct-mail advertising. I have edited house-organs for nationally known manufacturer, managed promotion campaigns for small company. Now free-lancing successfully, but prefer position with future. What do you have? Box 459, P. I.

ADVERTISING

Young man wants work with agency or department store, where initiative, ambition and practical imagination are prerequisites. University graduate. Age 24. Write 5435 Albemarle Ave., Pittsburgh, Pa.

To a Moderate Sized Agency
Can you use a versatile man with 4½
years thorough advertising experience
copy writing to production? I'm 24.
Salary \$55. I want to work with an
agency where my future possibilities will
be as promising as theirs. Box 442, P. I.

Master Typographer

and Layout man—an unusual talent that combines practical experience as printer-craftsman with knowledge of Design, Engraving and Allied Graphic Arts seeks connection with a progressive concern where new ideas and initiative are appreciated. Box 461, Printers' Ink.

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WE CONNECT THE WIRES

SALES MANAGER with large manufacturer, vol-untarily seeks similar position with manufacturer of underwear or infants wear, brassieres, corsets, etc. Has knowledge of psychology of men; capable by experience men; capable by experience of directing advertising. Ten years in present position. Expects to earn \$5,000. Mention our No. 6522.

FERNALD'S EXCHANGE, INC. Security Bldg. SPRINGFIELD, MASS.

Proofreaders (2), practical men 33 and 38, years' experience periodical, book, job, one handling with facility Spanish, German and French. A. Hoback, 125 Church St., New York (Barclay 1296)

ART DIRECTOR

with 10 yrs'. exp. in agency work, who is capable of making good layouts, and buying art work, together with engravings; desires position with opportunity. N. Y. City or Phila. Age 31, married. Box 451, Printers' Ink.

A YOUNGSTER SEEKS

Twenty-four in years, with varied ex-perience, has college education, a facile pen and an eager desire to associate himself with some organization where he can assist in the writing of advertising. References. Box 450, Printers' Ink.

Assistant Promotion Manager

Young lady, exp. on class magazine; with knowledge of precious stones, silks, Span-ish, and French; desires to make con-nection with assured future and opportunity to advance; salary secondary consideration. Box 464, Printers' Ink.

BALES MANAGER (Age 32)

has close affiliations with leading grocery chains and wholesale grocers well connected in grocery trade able to direct and develop sales force, seeks position where ability can be exercised. Address Box 478, Printers' Ink.

STENOGRAPHER—ASSISTANT

Young lady with 8 years' experience as assistant to advertising and sales promotion manager large manufacturing con-cern. Thorough stenographer and fully familiar with advertising mechanics, ad-dressing machine, multigraph, etc. Sal-ary, \$35.\$40. Box 453, Printers' Ink.

COPY CHIEF

plus Art Direction. A broad, rounded, skilled, producing executive. Open record, including many national successes, in diversified lines. Plan conceived, theme created, roughs made, art and typography chosen. Contact with large advertisers customary. A type seldom at liberty. New York City only. Box 467, Printers' Ink. plus Art Direction. A broad, rounded,

Advertising Salesman-Writer, seeing work, with Man-Advertising sealessman writer, sets interesting creative work, with Mannfacturer, Publication or small Agency, whole or part time. College man, 2s. versatile, conscientious. Box 468, P. I

MARKETING-ADVERTISING WAY 31, seeks broader opportunity. Excessive Advertising and Sales exp. Versails copy writer. Prepares sales promotion and market surveys equally well. Creative on display and packages. Now with agency. Married. Box 462, P. I.

Advertising Connection Wanted

By young man 21, formerly in Adretising Dept. of National Organization.
College and Art School training. Can write, make attractive layouts and dimmies and finish simple art-work; ha knowledge of mechanical details. Can "pinch-hit" as stenographer. Box 465, P.I.

Capable ART DIRECTOR (buyer) just returned from 3 yrs. study and commer-cial art work in Paris and Vienna; former agency man; ass't to advertising manager of Nat'l Distributor; thorough knowledge printing and engraving, se-cial knowledge of "fashion" field and in use in advertising art. Agency connection preferred. Write Box 448, P. I.

ADVERTISING MANAGER

Young advertising manager with well rounded out exp. will prove valuable to manufacturer. Ten years creating, writing and planning effective, result profusing campaigns; thorough knowledge of newspaper, magazine and trade paper advertising; dealer service, direct mal and production; versatile, resourcful and dependable. Well recommended. Ag 35; married; vicinity of New York pre-ferred; salary \$5000. Box 471, P. I.

Advertising Agency Assistant

Young man 26, now connected with disolving company desires position primarily offering opportunity to become assistant to account executive. As a prerequisite for this work, he has had valuable basis and the properties of the pr for this work, he has had valuate our-ness exp., including: considerable travel-ing and selling to jobbers and retailer in many lines, sales-promotion, factor production, direct-by-mail advertising, slight copy and layout work, executive signt copy and layout work, executive exp. as secretary-treasurer. Is god sketcher and printer. Has enjoyed high earnings as commissioned man. College attendant but not graduate. Compensation no factor. Right opportunity everything. Box 477, Printers' Ink.

A SALES BOOSTER

A man of mature judgment is available as sales promotion manager.

He can sell a product or a service. His work for years carried him isto practically every city and town of the United States and Canada. He is still willing to travel.

He will be valuable to a manufacturer in directing the activities of his sales men and in supervising their work in the field.

Highly capable of working out knoty road problems. Thoroughly understands the importance of the human element. Box 476, Printers' Ink.

ABTIST desires position, designer of letters and borders, makes creative layouts. Ambitious young man wherein his general knowledge of advertising can be of some value. Box 480, P. I.

Wanted, by a seasoned space seller, a New York connection. Fifteen years' experience with largest publishers along mechanical lines. A producer of business. Address Box 479, Printers' Ink.

YOUNG LADY

to do typing in the evenings. Saturday afternoons, and Sundays. Address Box 466, Printers' Ink.

DON'T OVERLOOK THIS FELLOW!
Copy writer, sales correspondent of real
ability. Thorough knowledge direct mail.
Ability to analyze markets and direct advertising department and program. New
York, Baltimore and vicinity. Box 457, P. I.

Advertising: College graduate with fare for writing and thorough understanding of technical problems and mechanical details of advertising wishes contact with New York retail store or agency specializing in feminine accounts. Box 474, Printers' Ink.

Advertising Salesman—First-class, thoroughly capable, reliable worker; long exp. of solicitor and advertising manager on large national, class and trade publications; excellent record; good acquaintance New York and Eastern accounts and agencies; best references; now engaged but available for permanent connection; present employer advised of this ad; letters confidential. Box 443, P. I.

Sales and Advertising Executive

now engaged in banking business desires affiliation with firm to direct or assist direction of sales and advertising. His chief characteristics are sales and advertising experience creator of merchandising ideas and methods that produce results, plus the ability "to put things across" successfully. He is thoroughly qualified by personality, training and experience to fill an important position with a firm demanding such requirements. Box 469, Printers' Ink.

Direct-Mail Specialist

Here is a man who can produce results for you as he has for others. His broad experience of over ten years in direct-mail advertising and merchandising includes copy, plan, layout, research, field work, correspondence, house organ editing and printing. He has done considerable selling and sales promotion work besides serving as advertising manager for a manufacturer and national advertiser. He has unusual artistic and creative ability and is a writer of copy that sells merchandise. He has a good education, good references and commands and good references and good references

STATEMENT OF THE OWNER-SHIP, MANAGEMENT, CIRCULA-TION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of PRINTERS' INE, published weekly at New York, N. Y., for October 1, 1926.

STATE OF NEW YORK, COUNTY OF NEW YORK, SE:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

- 1. That the names and addresses of the publisher, editor managing editor and business manager are: Publisher, Printers' Ink Publishing Co., Inc., 185 Madison Ava., New York, N. Y.; Editor, Jehn Irring Roner, 185 Madison Ava., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ava., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ava., New York, N. Y.; Managing
- 2. That the owners are: Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; E. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; B. E. Lawrence, 185 Madison Ave., New York, N. Y.; B. E. Lawrence, 185 Madison Ave.; New York, N. Y.
- That the known bondholders, mortgagees and other security holders dwaing or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.
- 4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders are sthey appear upon the books of the company, but also, in cases where the stockholder are security holder appears upon the books of the company as trustee or in any other fiduriary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hid stock and securities in a capacity other than that of a bona fide owner; and this affant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN INVING BOMBE, Editor.

Sworn to and subscribed before me this 30th day of September, 1926.

(Seal) MARY E. GROGAN, Notary Public, City of New York.

(My commission expires March 30, 1928.)

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"I am going to concentrate," said the co-ed. "Upon what?" asked the dean. "Oh, on a lot of things."

Since this advertising agency was organized some five years ago, we have held to the policy of keeping our creative staff sufficiently extra-manned, so that no member of it should ever have to "concentrate on a lot of things." For to our mind, nothing in advertising agency service is so valuable to the advertiser as concentrated creative thinking.



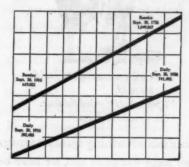
The JOHN H. DUNHAM Company

Advertising

TRIBUNE TOWER

CHICAGO

Daily Tribune Average Net Paid Circulation for September Was Over Three Quarters of a Million



CHICAGO TRIBUNE circulation continues its upward climb. For the last six months the average net paid daily circulation has been 741,493—just a little under three-quarters of a million. The average net paid circulation for The Sunday Tribune has been 1,049,857. For nearly two years it has never once dropped below a million.

No other newspaper in the world consumes so much newsprint as The Chicago Tribune. More than 140,000 tons of paper—385 tons a day, seven days a week—will be fed into Tribune presses this year. Tribune readers get more for their money in news, pictures, cartoons, features and service than the readers of any other newspaper. Tribune advertisers get greater value than anywhere else, because quantity production has made possible the lowest milline rates in America.

The Tribune has been growing for nearly 30 years. But never has its growth been so healthy as at present. New press facilities which will give The Tribune a capacity of 850,000 papers daily and 1,200,000 Sunday are being completed. Tribune circulation and Tribune advertising lineage are increasing steadily.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER